

# Parkengrams



## ANNOUNCEMENT

### **PARKER PEN Doubles Advertising in Saturday Evening Post—26 Pages a Year, and Half of Them to be on the Inside Front Cover**

When magazine advertising is thought of, The Saturday Evening Post comes immediately to mind. It is unquestionably the world's greatest advertising revenue. When magazines were first used to announce Parker Duofold to the world, it was the Post that started the ball rolling.

The Inside Front Cover of the Post is the choice position in this great magazine and one that is most intensely sought by scores of heavy advertisers.

Awarding Parker this position in the magazine is a gesture of recognition of Parker leadership from the greatest publishing house in the world. Aside from its advertising value this position is recognized in the whole business world as the mark of industrial dominance. It is well-nigh priceless, for it must be earned, not merely bought.

Thus from now on Parker advertisements will appear every two weeks in The Saturday Evening Post—in 26 issues per year—and every other ad will be on the Inside Front Cover.



## THE WINDOW DISPLAY CONTEST

From the number of participants and the quality of the displays, we consider the last window display contest to be by far the most successful one we have ever undertaken. We wish to thank the thousands of dealers for their cooperation and interest, and to congratulate the prize winners on the excellence of their displays.

We were indeed fortunate in having probably the three most competent men in the country for the purpose as judges. Mr. Arthur V. Frazier is the chief window decorator of Marshall Field & Company,

Chicago. Mr. Frazier's position is undeniably the acme in that vocation. Mr. Frank Young is the Director of the American Academy of Arts. He is an artist of no small repute. For many years he has directed his efforts to advertising and commercial art. Mr. L. A. Rogers is the editor of the trade journal, "The Merchant's Record and Show Window" and is also secretary of the International Association of Display Men. All three of these men are thus particularly well qualified to judge the effectiveness of window displays.



Judges in the Parker Pen Window Display Contest, reading from left to right:  
Frank Young, Arthur V. Frazier, L. A. Rogers



# PARKER GRAMS



## PRIZES AWARDED BY JUDGES IN PARKER WINDOW DISPLAY CONTEST

### CLASS A

#### 1st Prize—\$250

The Killian Company, Cedar Rapids, Iowa.

#### 2nd Prize—\$100

Herpolsheimer Company, Grand Rapids, Michigan.

#### 3rd Prizes—\$50

Owl Drug Company, 6th & Broadway, Los Angeles, California.

Owl Drug Company, 230 South State Street, Chicago, Illinois.

#### 4th Prizes—\$25 Each

R. W. Combe, 16 East 11th Street, Kansas City, Missouri.

Owl Drug Company, Broadway & Washington, Portland, Oregon.

McCulloch Drug Stores Company, 723 Liberty Avenue, Pittsburgh, Pennsylvania.

Owl Drug Company, 2nd & Main, Salt Lake City, Utah.

Mid-City Stationery & Supply House, 325 East State Street, Rockford, Illinois.

Owl Drug Company, 13th & Broadway, Oakland, California.

#### 5th Prizes—\$15 Each

Rea & Derrick, 101 West Independence Street, Shamokin, Pennsylvania.

Owl Drug Company, Bush & Montgomery Streets, San Francisco, California.

Owl Drug Company, Sacramento, California.

Newman Drug Company, Inc., 572 South 4th St., Louisville, Kentucky.

The H. H. West Company, 886 East Water Street, Milwaukee, Wisconsin.

Siekert & Baum Stationery, 381 East Water Street, Milwaukee, Wisconsin.

Owl Drug Company, Stockton, California.

Owl Drug Company, Wilson & Broadway, Chicago, Illinois.

Friedberg's, Inc., 1254 Griswold Street, Detroit, Michigan.

Owl Drug Company, 14th & Washington, Oakland, California.

#### 6th Prizes—\$10 Each

Hook Drug Company, Market & Noble Streets, Indianapolis, Indiana.

Owl Drug Company, Golden Gate & Market Streets, San Francisco, California.

Palace Drug Store, Wellington, Texas.

J. B. Hunter, 60 Summer Street, Boston, Massachusetts.

City Pharmacy, Parkersburg, West Virginia.

A. Siedensticker, Hamilton, Ohio.

Thorp & Martin, 66 Franklin, Boston, Massachusetts.

Owl Drug Company, 3rd & Market, San Francisco, California.

Baker Printing Company, 69 Clinton Street, Newark, New Jersey.

W. Sidney Beane, 114 East 6th Street, St. Paul, Minnesota.

Owl Drug Company, 6th & Olive, Los Angeles, California.

Stout-Lyons Drug Company, East 7th & Broadway, Portland, Oregon.

Owl Drug Company, 4th & Spring, Los Angeles, California.

Bunde & Upmeyer, Plankinton Arcade, Milwaukee, Wisconsin.

Clark's Cade Drug Store, Claypool Hotel, Indianapolis, Indiana.

C. T. Cearly, 1151 Fulton Street, Fresno, California.

Hollenback & Raker, 56 East Independence Street, Shamokin, Pennsylvania.

John M. Derby, Jewelry, Harvard Square, Cambridge, Massachusetts.

Owl Drug Company, Fillmore & Geary Store, San Francisco, California.

The Stationers' Corp., 525 South Spring Street, Los Angeles, California.

The Owl Drug Company, Seattle, Washington.

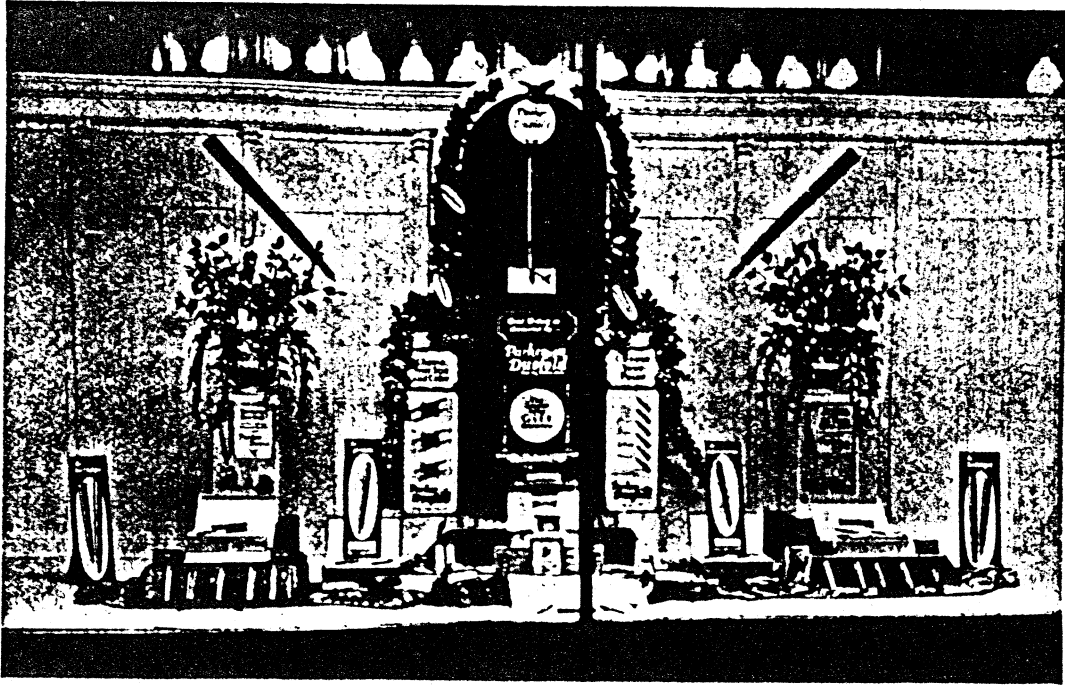
Marshall-Jackson Company, 24 South Clark Street, Chicago, Illinois.

Burroughs Bros. Company, 633 Euclid Avenue, Cleveland, Ohio.

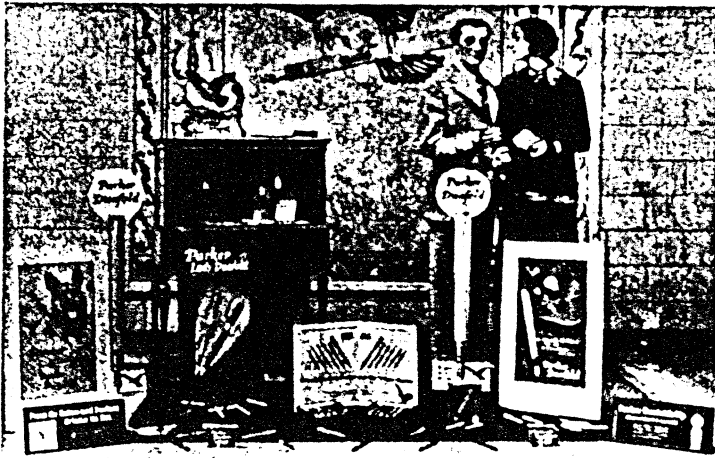
Owl Drug Company, 6th & Broadway, Los Angeles, California.

Combes Optical Co., 305 S. 16th St., Omaha, Nebr.

CLASS A PRIZE WINNERS



1st Prize Class A—The Killian Co., Cedar Rapids, Iowa, display by M. H. Luber.



At left, 2nd Prize Class A—Herpolsheimer Co., Grand Rapids, Mich., display by John T. Markey.

At right, 3rd Prize Class A—The Owl Drug Co., 6th & Broadway, Los Angeles, California. Window trimmer, Glen Hanson, Display Manager, J. T. Hurley.





# PARKER GRAMS



## CLASS B

1st Prize—\$250

Carl E. Lindquist, 1024 14th Avenue, Rockford, Illinois.

2nd Prize—\$100

Mrs. H. I. Schunk Jewelry Store, 111 West Fayette Street, Celina, Ohio.

3rd Prizes—\$50

The Swafford Company, Corpus Christi, Texas.  
Graham's Pharmacy, 120 North Washington Street, Owosso, Michigan.

4th Prizes—\$25 Each

Federal Drug Company, 400 Boston Street, Seattle, Washington.

Rorabaugh-Wiley, Hutchinson, Kansas.

Fortner Camera Supply Company, Sterling, Colorado.

Chickasaw Pharmacy, 8 South Broadway, Peru, Indiana.

Broughton Drug Company, Rome, New York.

H. R. Cross, 114 West Washington St., Winchester, Indiana.

5th Prizes—\$15 Each

Zimmer's Drug Store, Monmouth, Illinois.

Todd-Becker Company, Sioux City, Iowa.

Kimball & Stone, 1431 19th Street, Bakersfield, California.

Loveland's Drug Store, 1036 Franklin Street, Grand Rapids, Michigan.

G. W. Shroyer & Company, 135 North Main Street, Dayton, Ohio.

Dick & Riley, 125 East Main Street, Crawfordsville, Indiana.

Grimm Drug Company, 130 East 2nd Street, Muscatine, Iowa.

Sellers Jewelry & Optical Company, Carlsbad, New Mexico.

Theo. F. Grosze, 127 West Main Street, Collinsville, Illinois.

Morris & Mitchell, 801 Fourth Street, San Rafael, California.

6th Prizes—\$10 Each

Murphy Stationery Company, 812 Broad Street, Augusta, Georgia.

C. D. Bright, Hart, Michigan.

Smith Drug Company, 14 West Milwaukee Street, Janesville, Wisconsin.

Pauly Drug & Jewelry Company, Logan, Kansas.

Thornton's Drug Store, Hamilton, Missouri.

Harry Weissenborn Drug Company, 3201 North Avenue, Milwaukee, Wisconsin.

Eaton Bros. Company, Inc., 329 Washington, Buffalo, New York.

Holden Drug Company, 40 North Sutter Street, Stockton, California.

The Book Nook, Inc., 1st & Main Streets, Walla Walla, Washington.

C. F. Coldsmith, 646 Main Street, Mt. Pleasant, Pennsylvania.

Eberhard's Studio, Sequin, Texas.

Adams & White Co., 104 Pearl Street, Buffalo, New York.

Wm. K. Armstrong's Drug Store, 251 Market Square, Sunbury, Pennsylvania.

Lincoln Pharmacy, 20 East Main Street, Masillon, Ohio.

Holland Drug Company, 107 North Park Avenue, Herrin, Illinois.

Swift & Edinger, Franklin, Pennsylvania.

Kendrick Drug Company, 110 W. A. Street, Ontario, California.

Louis G. Gies, 428 McNeil Avenue, Inwood, Long Island.

O. D. Hinshaw, City Drug Store, Elwood, Indiana.

Thorbus Ptg. & Stat'y. Co., 210 S. Pacific Blvd., Huntington Park, California.

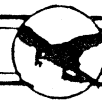
C. H. Holtzman, 86 Baltimore St., Cumberland, Maryland.

Baldrige Camera & Gift Shop, 318 Third Avenue, Cedar Rapids, Iowa.

Edw. J. Roth, 1201 Market Avenue, Canton, Ohio.

Johnson's Prescription Pharmacy, Hazelton, Pennsylvania.

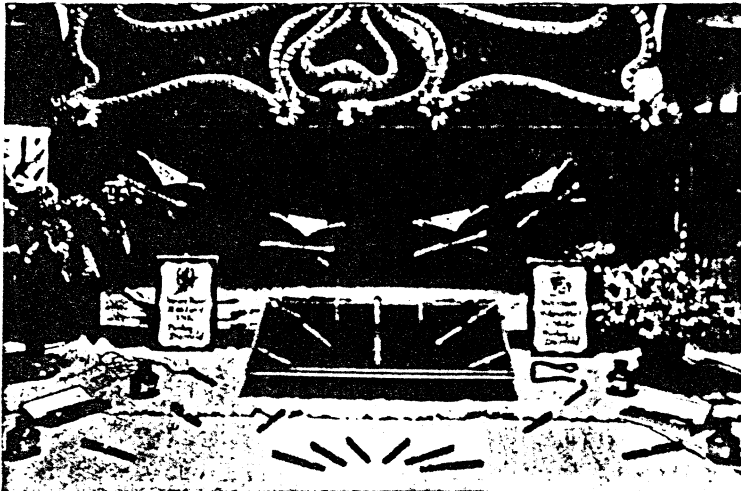
D. & M. Drug Company, 14 South Broadway, Edmond, Oklahoma.



CLASS B PRIZE WINNERS



1st Prize Class B—Carl E. Lindquist, Rockford, Illinois.



At left, 2nd Prize Class B—Mrs. H. I. Schunck Jewelry Store, Celina, Ohio.

At right, 3rd Prize Class B—The Swafford Co., Corpus Christie, Texas.





PARKER GRAMS

CLASS C

1st Prize—\$250

Royal Film Service, 178 Michigan Avenue, Jackson, Michigan.

2nd Prize—\$100

Mayer Livingston Company, Bloomington, Illinois.

3rd Prizes—\$50

The Park Pharmacy, 2522 Calhoun Street, Fort Wayne, Indiana.  
Wing & Bostwick Company, Bridge Street, Corning, New York.

4th Prize—\$25 Each

Will Dunn Drug Company, Lexington, Kentucky.  
West Side Pharmacy, 152 Sheldon Street, Houghton, Michigan.  
Miller Bros., 62 East Perry Street, Tiffin, Ohio.  
J. F. Thynen, Jeweler, Arenzville, Illinois.  
Straub's Gift Shop, 538 West 4th Street, Erie, Pennsylvania.  
J. W. Sommer, North Court Street, Florence, Alabama.

5th Prizes—\$15 Each

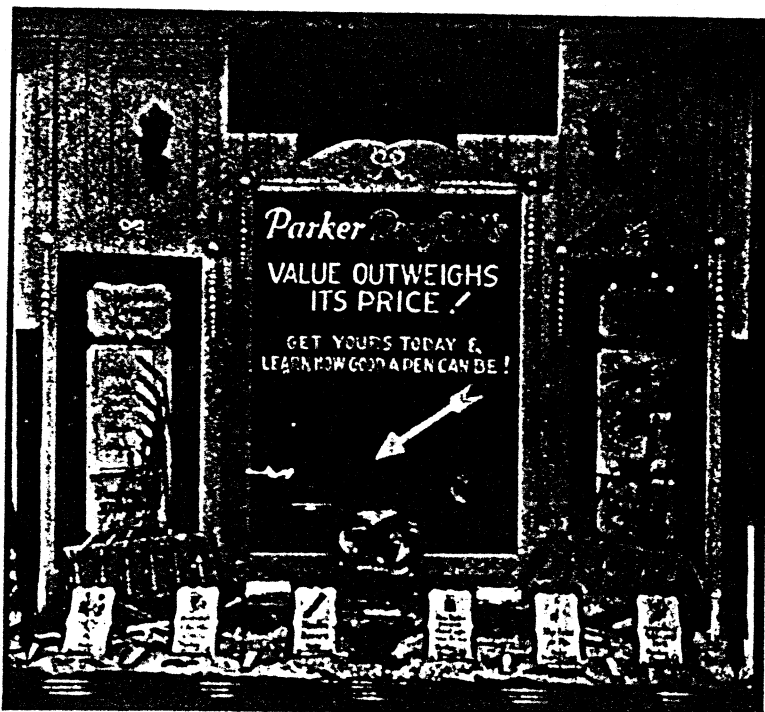
Frank C. Hyde & Company, 101 East College, Appleton, Wisconsin.  
Chas. E. Hames, Madera, Pennsylvania.  
City Hall Pharmacy, 507 East Water Street, Milwaukee, Wisconsin.  
R. A. Turrel, Croswell, Michigan.  
Harvey & Carey, Inc., 159 Main Street, Springville, New York.  
Varsity Drug Company, 1876 North High Street, Columbus, Ohio.  
L. B. Rosenheld, 1280 11th Street, Milwaukee, Wisconsin.  
Conway Drug Company, Troy, New York.  
Hudson Drug Company, 901 Locust Street, Centralia, Illinois.  
Robert W. Jones, Main & High Streets, Walton, Kentucky.

6th Prizes—\$10 Each

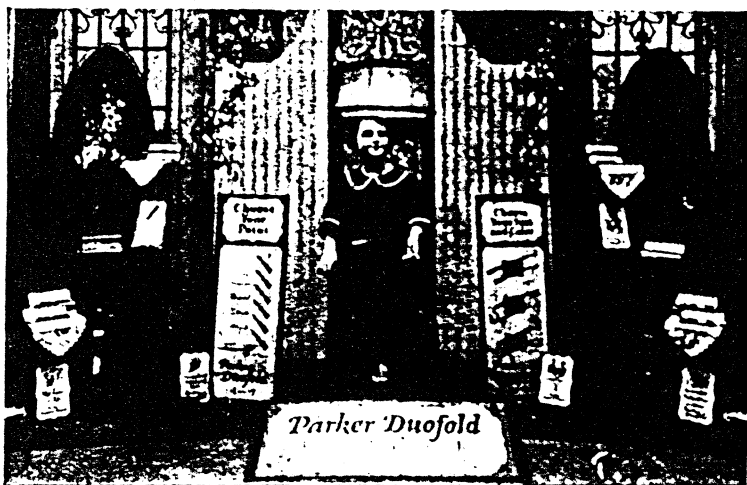
L. B. Rosenheld, 1280 11th Street, Milwaukee, Wisconsin.  
Kramer's Pharmacy, 831 Franklin Street, Michigan City, Indiana.  
Kimball & Company, Everett, Massachusetts.  
E. G. Smith, Main Street, Sykersville, Pennsylvania.  
Frank S. Cushing Drug Company, 33 Central Avenue, Lancaster, New York.  
Embrey's Drug Stores, 616 Market Street, Chattanooga, Tennessee.  
P. Henry Utech, 209 Chestnut Street, Meadville, Pennsylvania.  
Ibberson Drug Store, 320 11th St., Philipsburg, Pennsylvania.  
Gudger Drug Company, 601 West Grace Street, Richmond, Virginia.  
Nowell's Belmont Pharmacy, 430 Belmont Avenue, Youngstown, Ohio.  
P. G. Leidich, Front & Vine Streets, Harrisburg, Pennsylvania.  
W. E. Ashland, Zion, Illinois.  
W. L. Scott & Company, 1620 Washington St., Toledo, Ohio.  
Earle H. Finnegan's Pharmacy, 3 Bloomingdale Avenue, Saranac Lake, New York.  
L. C. Schneider, 1254 Kinnic Avenue, Milwaukee, Wisconsin.  
R. R. Chilton & Company, Oxford, Mississippi.  
G. H. Gensch, 1535 Fond du Lac Avenue, Milwaukee, Wisconsin.  
Fant's Drug Store, 101 East Whitner Street, Anderson, South Carolina.  
Samuel B. Kern, 662 Main Street, Slatington, Pennsylvania.  
Fulmer Drug Company, 407 Main, Cedartown, Georgia.  
C. B. Dutmers, 2138 Wealthy Avenue, Grand Rapids, Michigan.  
Colonial Pharmacy, 557 South Clinton Avenue, Trenton, New Jersey.  
W. B. Minthorn, 524 Liberty Street, Petoskey, Michigan.  
Will C. Griffith, Marion Center, Pennsylvania.  
Duggins Pharmacy, No. 2 Highland & Southern Avenue, Normal, Tennessee.



CLASS C PRIZE WINNERS



1st Prize, Class C—Royal Film Service, Jackson, Mich.



Above, 2nd Prize, Class C—Mayer Livingston Co., Bloomington, Illinois.



At right, 3rd Prize, Class C—The Park Pharmacy, Fort Wayne, Indiana.



# PARKER GRAMS



## CLASS D

### 1st Prize—\$250

The Sun Drug Company, 110 East Main Street, Walla Walla, Washington.

### 2nd Prize—\$100

Leeper & Adams, Snoqualmie, Washington.

### 3rd Prizes—\$50

T. R. Ross, Deshler, Nebraska.

Rundel & Ream, Warrensburg, Missouri.

### 4th Prizes—\$25 Each

Camas Pharmacy, Camas, Washington.

June W. Clark, 274 25th Street, Ogden, Utah.

Richmond Pharmacy, 301 Clement Street, San Francisco, California.

W. H. Fowler, Arlington, Washington.

G. Grayson Reisch, Braymer, Missouri.

City Drug Store, Davis, Oklahoma.

### 5th Prizes—\$15 Each

Wm. F. Behrends, 128 East Broadway, Albert Lea, Minnesota.

E. P. Christian, Selah, Washington.

Draper-Dupuy Drug Company, Helena, Arkansas.

Bersing & Hillestad, Minneapolis, Minnesota.

Johnson Drug & Jewelry Company, Scranton, Iowa.

F. J. Knowlton's Drug Store, 700 Main Street, Newton, Kansas.

Commercial Stationery Company, 807 Poydras Street, New Orleans, La.

Flynn & Company, Rapid City, South Dakota.

C. G. Wilson Drug Company, 110 North Allen Street, Centralia, Missouri.

Crysler Drug Company, 349 South Broadway, Englewood, Colorado.

### 6th Prizes—\$10 Each

Quality Drug Store, 708 North Washington Street, Junction City, Kansas.

Hazlett-Curry Drug Company, Whitewater, Kansas.

B. A. Clutter, What Cheer, Iowa.

Belersdorf Drug Company, Emerson, Nebraska.

Banks Pharmacy, C. M. Hutchens, Banks, Oregon.

McCracken Drug Company, 208 West 3rd Street, Grand Island, Nebraska.

Ernest Drug Company, 1699 Broadway, Denver, Colorado.

Renfro-Manor Drug Company, Morlin, Texas.

T. A. Barker, Jeweler, Walker, Minnesota.

S. A. Miles, 1246 Pine Street, Pueblo, Colorado.

Kelly Drug Company, Marietta, Oklahoma.

George W. Britton Pharmacy, Hartford, Kansas.

P. J. Jepson, Newton, Iowa.

C. A. Kruse, Maxwell, Texas.

Savery's Drug Store, 400 Main Street, Dallas, Oregon.

Lowell Drug Company, Lowell, Washington.

Marmarth News Company, Marmarth, North Dakota.

N. J. Bleser Drug Company, Milbank, South Dakota.

C. M. Lambert, Geneva, Iowa.

Kaegi's Pharmacy, 1403 Sandy Boulevard, Portland, Oregon.

W. T. Hopkins, Willamsburg, Kansas.

Nat O. Owens, La Grange, Missouri.

W. E. Bechtelheimer, Owensmouth, California.

Clyde Tidball, Brookings, South Dakota.

A. M. Casper, Albion, Nebraska.



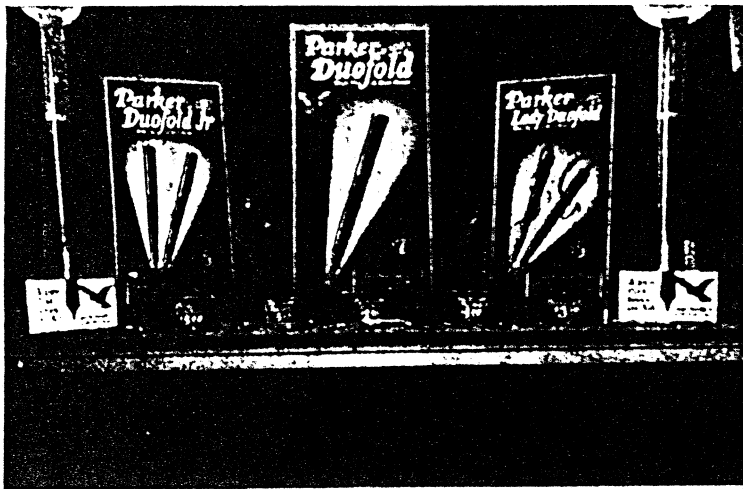
PARKER PENS



### CLASS D PRIZE WINNERS



1st Prize, Class D—Sun Drug Co., E. K. Cooper, Prop., Walla Walla, Washington



At Left — 2nd Prize, Class D — Leeper & Adams, Snoqualmie, Washington.

At Right — 3rd Prize, Class D  
L. R. Ross,  
Deshler, Nebraska



## CANADIAN WINDOW DISPLAY CONTEST

At the same time the window display contest was running in the United States a separate contest was being held in the Dominion of Canada through our branch office and factory, The Parker Fountain Pen Company, Limited, Toronto, Canada. One thousand dollars in cash prizes and four thousand dollars in merchandise prizes were offered in the contest.

The terms were practically the same as in the United States contest. There were four divisions:

- Class 1. Parker dealers in cities of a population of 25,000 or over.
- Class 2. Parker dealers in cities of a population of 10,000 or over and less than 25,000.
- Class 3. Parker dealers in towns of a population of 2,500 or over and less than 10,000.
- Class 4. Parker dealers in towns of a population of less than 2,500.

The judges in the Canadian window display contest were as follows:

Mr. S. B. Gundy; S. B. Gundy, Publishers: President Toronto Board of Trade: Chairman of Judges, Parker Display contest.

Mr. O. M. Ross; Secretary Canadian Jewelers Association: Editor the "Trader and Canadian Jeweler."

Mr. Arthur Cuff, Cuff Window Display Service.

Mr. Geo. E. Scroggie; of the Toronto "Daily Mail and Empire": President Canadian Daily Newspapers Association.

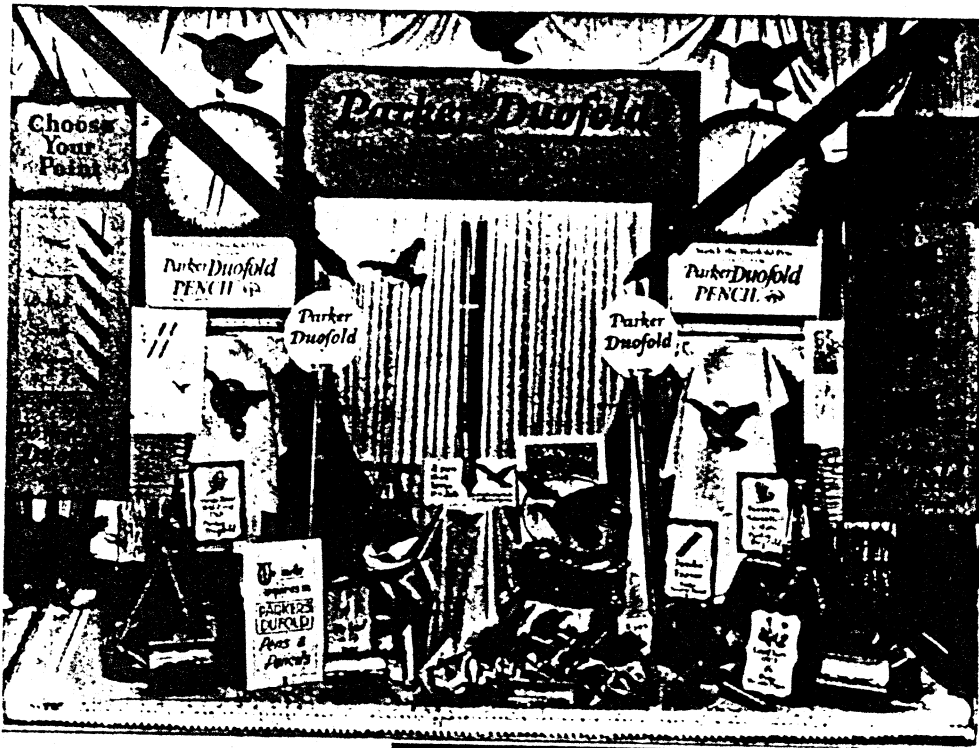
Mr. W. C. A. Moffatt; Editor and Advertising Manager "Drug Merchandising."

There were many fine window display photographs entered in the contest and the judges had an extremely difficult time in picking the winners. On the next page and two pages following are shown a few of the prize winning photographs.

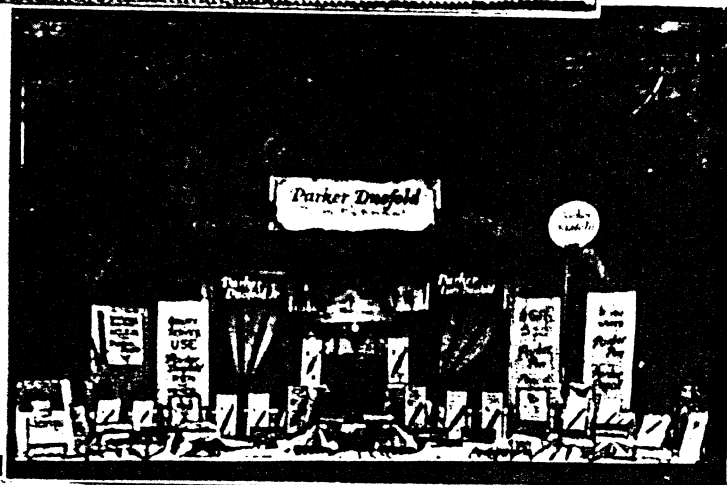
Canadian dealers certainly appreciate the value of attractive window displays. The photographs sent in, show splendid originality.



# CANADIAN DISPLAY CONTEST PRIZE WINNERS



Above, 1st Prize, Class (1)  
Louis K. Liggett Co., Ltd.,  
Toronto, Ontario, Canada.  
Window dresser, R. J.  
Phillips.



Right, 1st Prize, Class (2)  
Warne Brothers, Peter-  
boro, Ontario, Canada.



2nd Prize Class (1) Small-  
man & Ingram, Ltd., Lon-  
don, Ontario, Canada. Dis-  
play Manager — G. C.  
Davis.



### WHAT CANADIAN PARKER PEN DEALERS THINK OF THE DUOFOLD

"We have discontinued — Pens in favor of the Parker Duofold Pens, as our opinion is that they are the best obtainable on the market."

SMALLMAN & INGRAM, LTD.,  
London, Ontario.

"The Parker Pen we find has made a name for itself with all who have one. The users are the real boosters."

D. J. BROWN,  
Oshawa, Ont.

"As compared with other brands in comparison of sales, I might say that they are head and shoulders above any other pens that I know."

TAYLOR'S DRUG STORE,  
Chatham, Ont.

"Parker Pens and Pencils are our best selling brands. Undoubtedly, the Parker Duofold is the best pen on the market today. Those to whom we have recommended and sold Parker Pens and Pencils have had great satisfaction and are well pleased with their investment."

W. J. INCH,  
Weston, Ont.

"We find Parker Pens and Pencils very satisfactory, and consider them as the best moving stock in the store. Their sales far exceed any other brand of pen and pencil."

THE A. A. LANGFORD Co., LTD.,  
London, Ont.

"The great number of other good points the Parker Pen has makes it a very easy article to sell and our Parker sales in dollars are generally greater than any other make of pen."

WM. TYRRELL & COMPANY, LTD.,  
Toronto, Ont.

"Have found great satisfaction in the Parker Products, both pens and pencils. Am selling practically nothing else. Might say I have only sold three pens of other manufacture since I started handling your line, and my sales have increased 100%."

D. C. TOWN,  
Durham, Ont.

"It outsells the — here, 3 to 1, or even more, according to my experience."

R. B. VANPATTER,  
Comber, Ont.

"We find Parker Pens to be the best selling pen in the store, and give good satisfaction."

C. N. R. STILL,  
Neepawa, Man.

"For a number of years we carried the — Pen and sold a fair number, but as soon as we stocked the Parker Pen and Pencil the sale of the — Pen practically ceased and the sale of the Parker Pen was larger than we had of any other brand in the same time."

G. W. SMALLWOOD,  
Kinistino, Sask.

"In advertising the Duofold, Parkers have raised the value of the fountain pen in the eyes of the customer, and the result is a higher average sale."

THE LOUIS K. LIGGETT COMPANY, LTD.,  
Chatham, Ont.

"I sell four Parker Pens to one of any other make."

PAUL E. SOGUEL,  
Penticton, B. C.

"Our reasons for discontinuing our old lines of pens and pencils are that the Parker Pens and Pencils have a better appearance and give much better service."

S. S. WALKER,  
Hamilton, Ont.

"I find the Parker Products to be satisfactory in every way and find that they sell about ten to one in comparison with other fountain pens carried by us."

INSTRUMENTS, LIMITED,  
Ottawa, Ont.

"The Parker Pens sell about 5 to 1 as compared with other lines in our store."

AUSTIN'S DRUG STORE,  
Windsor, Ont.

"They outsell all other makes put together."

LANG & GILCHRIST,  
Owen Sound, Ont.

CANADIAN WINDOW DISPLAY CONTEST

2nd Prize, Class (2)—R. R. Colpitts & Son, Moncton, N. B., Canada. Window dressed by A. L. Colpitts.



1st Prize, Class (3) — Logan's Drug & Music Store, Yorkton, Saskatchewan, Canada.

1st Prize, Class (4) — Smellie Brothers, Ltd., Russell, Man., Canada. Window dresser — Laurie V. Smith.

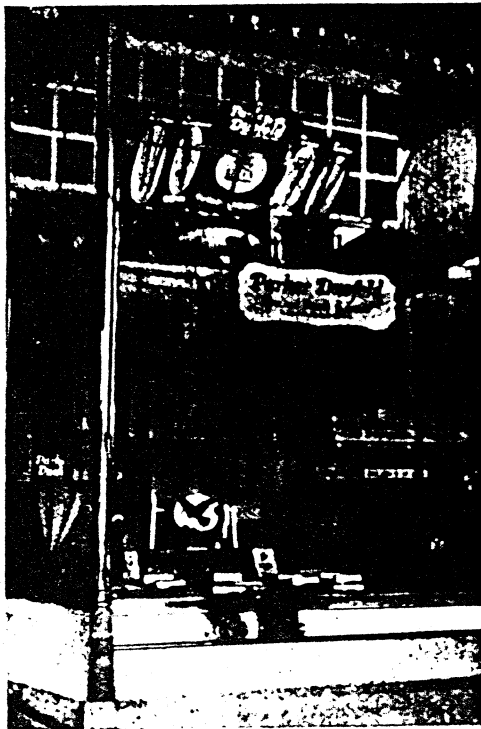


## THE PARKER FOREIGN DISPLAY CONTEST

We regret that we cannot announce in Parkergrams the prize winners in the Latin-American and West Indies classification. Due to the distance, all photos have not yet been received but announcement of the prize winners will be made directly to the participants.

Several early arrivals, however, have come in and we take pleasure in reproducing some here.

Mr. Astley Clerk (Kingston, Jamaica) reports sales of Parker products amounting to £73.3.0 (about \$360.00) during the 14 days his window was shown. The six dealers in Mexico City whose windows are reproduced report a total business of more than ₱2,750 or \$1,375 in U. S. currency. All of which goes to show that they know how to make up windows that generate sales.

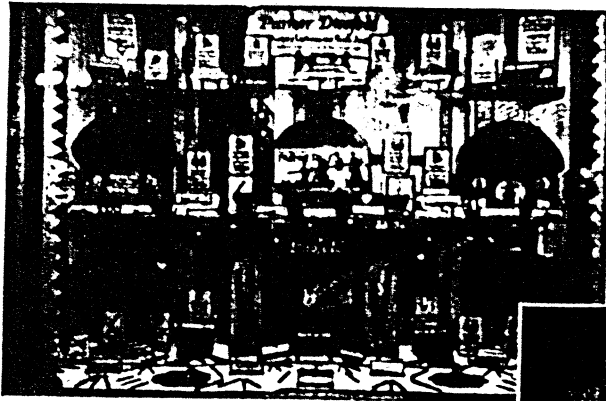


Astley Clerk, Kingston

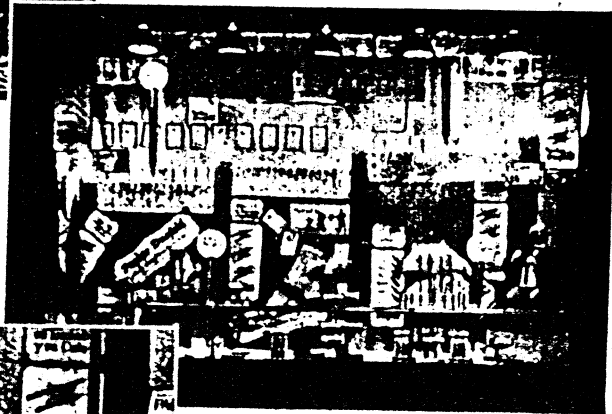


"Escritorio Publico"  
Esq. Madero y Teatro Nacional  
Federico Legorreta  
Mexico, D. F.





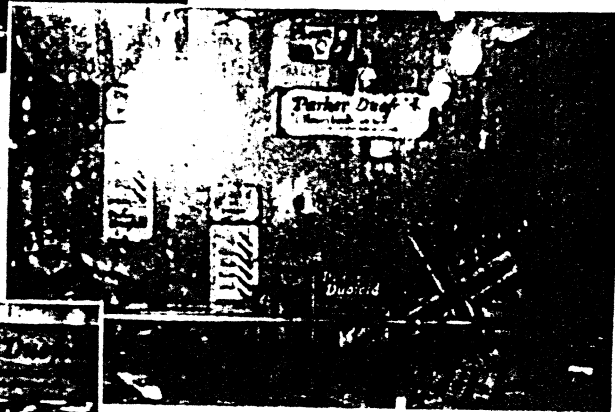
**"El Modelo"**  
Somolinos y Moutesinos  
5 de Mayo y Motolinia  
Mexico, D. F.



**"La Helvetia"**  
Santiago Galas  
Mexico, D. F.



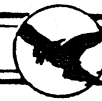
**"La Academica"**  
Eurigue Gavaldá  
Mexico, D. F.



**"La Carpeta"**  
T. Rivero y Cia  
Mexico, D. F.



**"La Ideal"**  
Francisco Lario  
Isabel la Catolica  
Mexico, D. F.



## Excerpt From a Letter From Mr. Slade of Australia One of the World's Best Parker Salesmen

"I had a very tough case in trying to sell a pen to a user on account of one of the merchants. The man, a live stock salesman and sporty, refused to buy a pen which in his opinion was not worth more than 2/6.

"I immediately appealed to his sporting instincts by telling him if he would put this pen in his pocket for one day I would see him on the morrow, if he could possibly part with the pen after using it for twenty-four hours I would give him 5/-, if he found within twenty-four hours he could not part with it, he would pay me 35/- for the pen. He said it would be the easiest earned 5/- in his life, and accepted the challenge.

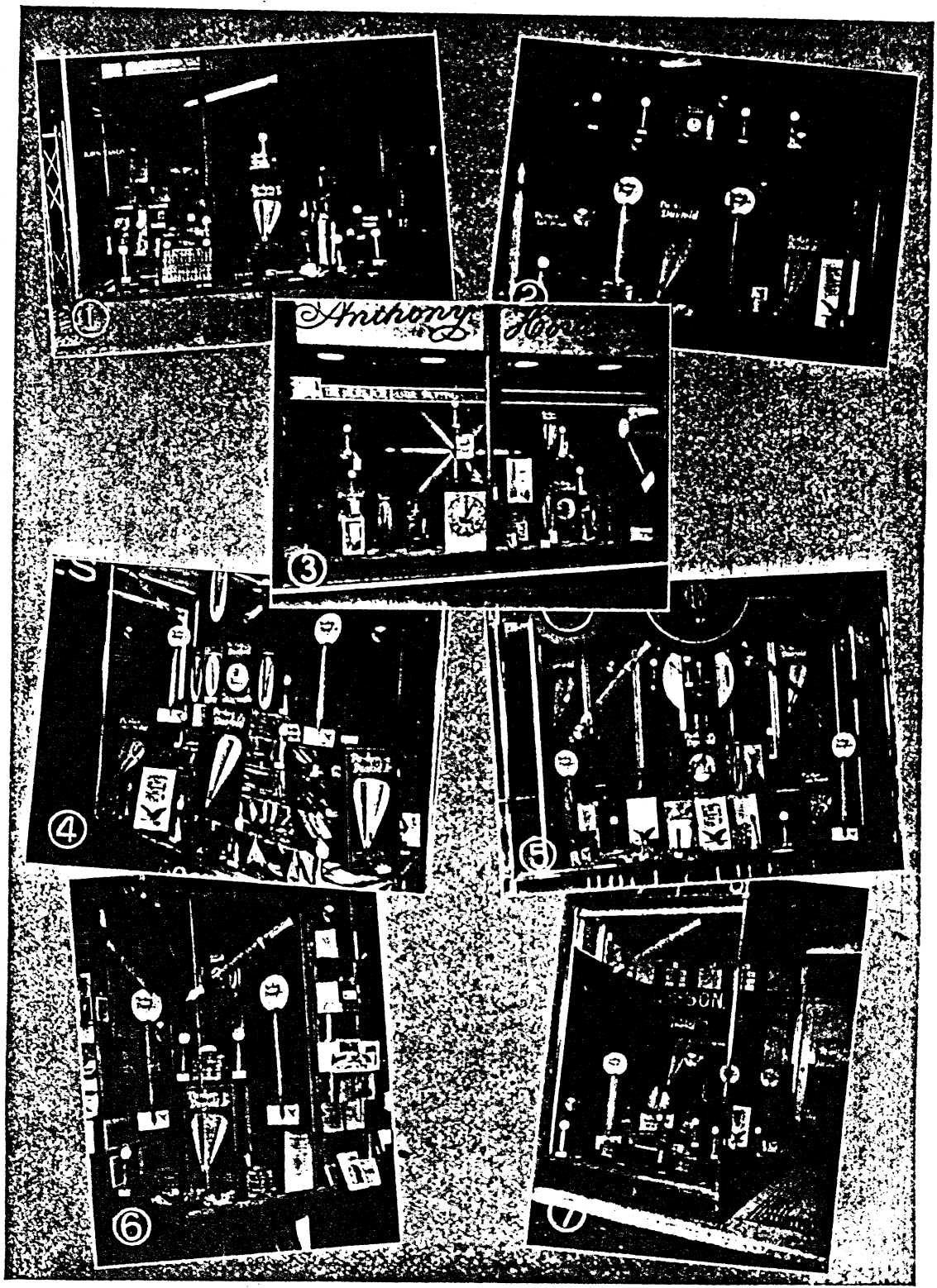
"I met him the following morning, he called me to him and said during the evening he went out to play cards, he displayed the pen, it went the rounds of the table, everyone wanted it, and it finally ended up in the pocket of one of his brothers. He said, 'That is the end of it; I want you now to give me another one'. So you see I won the bet and sold two pens for the local Parker supplier in Cootamundra."

\* \* \* \* \*

When the writer was in Australia last year, he was both charmed and amazed at the progressiveness of the Australians, and the up-to-date business places, which entitle them to a place in the front rank with any country, no matter how good may be their plan of merchandising. Beautiful stores, goods well displayed, people wanting the best and willing to pay for it.

We were fortunate in making a connection with, we think, the best concern in Australia — Slade, Allan & Company, Sydney. They just recently sent us photographs of displays of dealers in Australia who are handling the Parker Pens and giving window displays. Good taste and real merchandising ability is shown in every one of these displays.

We believe it will be of interest to every reader of Parkergrams to see these and hence are reproducing the lot on the opposite page.

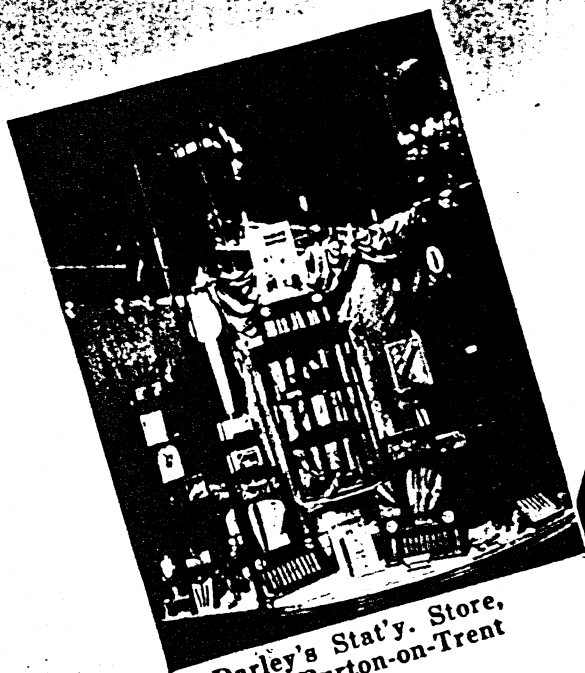


PHOTOGRAPHS OF WINDOW DISPLAYS IN AUSTRALIA

1. JOHN SANDS, Ltd.	2. R. T. KELLY & Co.
3. ANTHONY HORDERN & SONS, Ltd.	4. COLES BOOK ARCADE
5. NOCK & KIRBY, Ltd.	6. N. S. W. BOOKSTALL COY, Ltd.
7. H. C. MARTYN & SON	

*Seventeen*

THREE FROM ENGLAND

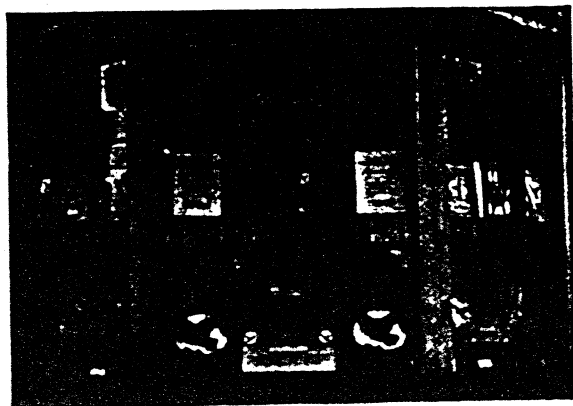


Darley's Stat'y. Store,  
Burton-on-Trent



Harrods, Ltd., London

We are pleased to print on this page evidence that window dressing is a live art in old England. And merchandising also, for Messrs. Harrods, Ltd., report sales of over £78/- (\$375.00) during the few days this display was in the window.



P. H. Gooch, Horsham, Sussex

[Parker Pen window display contests ran simultaneously in the United States, Canada, England, Central America and the West Indies during the past autumn.]



## NOVEL NEWSPAPER ADVERTISING

We reproduce with pleasure some specimens of unique press advertising, written and published regularly by Mr. George McDaniel, one of the proprietors of the McElhinney Drug Co., of Washington, Iowa.

Mr. McDaniel says: "I have been running these little stories for several months more or less regularly and I want to say that it is the most effective form of publicity I have ever used. I get evidence every day that people are reading these messages just as much as they do the news items and the number of comments that we hear is surprising.

"I appreciate your interest and will be glad to give you any further information you may desire about this system of advertising."

### 10 Years Ago Today—

Treasurer John Squire received the county's apportionment of auto tax from the state last week, which amounted to \$6,330, an increase of \$1,000 over the preceding year.

LAST Saturday afternoon OUT in front of OUR store we saw A MAN holding a small BOY about two years OLD and the baby was GIVING all his time AND attention to an ICE cream cone and IT was pretty warm AND the ice cream WAS dripping out of THE bottom of the CONE all over Papa's NICE blue serge suit. BUT Papa didn't know AND neither did the BABY, and what we DON'T know doesn't HURT us a bit, as SOMEBODY remarked one TIME—which prompts US to say that you MAY now possess a FOUNTAIN pen that is ENTIRELY satisfactory BUT you can't know the REAL value of a PARKER Duofold until YOU own one.

—By George.

McELHINNEY DRUG CO.  
Phone 89

### 10 Years Ago Today—

Mrs. Robert Wells, Waldo Wells, Mrs. S. C. Carson, Mrs. Evan L. Davis and Miss Jessie White, were shoppers from Crawfordsville.

WE were sure SURPRISED at the number OF men that were looking FOR a good five cent cigar AND we have had a NUMBER of them that CAME in to try OUR Royal Isabella, AND most of them have REPORTED back and said THEY were satisfied, AND wanted to know WHY we hadn't told them ABOUT it sooner WHICH leads us to say THAT we have a number OF good things in our store AMONG them, the PARKER Pen.

—BY GEORGE.

McELHINNEY DRUG CO.  
Phone 89

### 10 Years Ago Today—

Mr. and Mrs. P. J. Booth residing in the Prairie Flower neighborhood, celebrated their golden wedding anniversary.

WE got a nice letter YESTERDAY from an old FRIEND of ours out in NEVADA, and while WE know you wouldn't BE interested in our PERSONAL correspondence, THERE was something in THIS letter that would INTEREST you—there WERE four big inky BLOTS—and down at the BOTTOM of the letter MY friend apologizes AND says "Excuse this CONFOUNDED pen," and WE'RE going to write TO him right away and TELL him to get a PARKER Pen—the GREATEST fountain pen TO our way of thinking IN this whole world AND if he follows our ADVICE he won't have ANY more pen trouble.

—BY GEORGE.

McELHINNEY DRUG CO.  
Phone 89

(These have been reduced in size to fit this page)

## PRIZE WINNERS PARKER SALESPEOPLES' CONTEST

### First Prizes

- D. H. Gullett, Jordan Company; 615 Congress Avenue, Austin, Texas.  
 William F. Wilson, Central Pharmacy; Grove City, Pennsylvania.  
 Beulah L. Dierolf, c/o H. C. Shaaber; Reading, Pennsylvania  
 Theo. J. Sauer, City Drug Store; 212 South Anderson Street, Elwood, Indiana.  
 Wayne E. Byers, Clark's Drug Store; Westfield, Pennsylvania.  
 W. T. Dugger, Golland Drug Company; Herrin, Illinois.  
 Viola Town Miller, Miller Brothers; Tiffin, Ohio.  
 Ruth Reisch, G. Grayson Reisch; Braymer, Missouri.  
 A. R. Luckritz, Falkenhainer Drug Company; Dubuque, Iowa.  
 Edith M. Sheldon, F. C. Sheldon; Palmer, Nebraska.

### Second Prizes

- Robert Raymond; 2200 Shattuck Avenue, Berkeley, California.  
 T. W. Hintz, Holden Drug Company; 40 North Sutter Street, Stockton, California.  
 Margaret Fortner, Fortner Camera Supply Co.; 118 N. Third St., Sterling, Colo.  
 D. L. Wilson, Duggins Pharmacy No. 2; Normal, Tennessee.  
 Mrs. E. L. Maffitt, E. L. Maffitt Drugs; Oakville, Iowa.  
 C. Dewey Trent, c/o Renfro No. 8; 1100 Main Street, Ft. Worth, Texas.  
 N. Dean Henry, Kitzmiller's Rexall Store; Wray, Colorado.  
 Jas. F. Bradley, S. L. Baker Druggist; 400 South Ashland Boulevard, Chicago, Ill.  
 Robert Foster, Kimball & Stone; 1521 13th Street, Bakersfield, California.  
 Viola Smith, c/o Renfro-Monor Drug Company; Marlin, Texas.

### Third Prizes


- Benjamin Miller, Isaac Miller's Sons; 122 Marker Street, Wilmington, Delaware.  
 Morris C. Clinkofstine, Richter Drug Company; 1925 East Genesee, Saginaw, Mich.  
 Delmar Fuller, Pantagraph Printing & Stationery Company; Bloomington, Illinois.  
 Mrs. Hazel Killingsworth, Titcher-Goettinger Company; Dallas, Texas.  
 Geraldine Hartwich, A. F. Hartwich; 717 Broadway, Marysville, Kansas.  
 H. D. Welton, Clark & Cade; Claypool Hotel, Indianapolis, Indiana.  
 James Harris, Dorsey Drug Company; Dallas, Texas.  
 A. Byrl Runkle, Jeweler; (Salesperson's name omitted) Sandy Lake, Pennsylvania.  
 Archie Reingold, Perry Pen Company; 333 Washington Street, Boston, Mass.  
 Paul Zimmerman, Zimmerman's Book & Gift Shop; Piqua, Ohio.

### Fourth Prizes


- J. F. Burge; 706 South 38th Avenue, Omaha, Nebraska.  
 Lewis R. Kohler, c/o Hooglands Drug Store; 365 George St., New Brunswick, N. J.  
 M. Keith Ream, Rundle & Ream; 119 Broad Street, Warrensburg, Missouri.  
 O. Massey; Boyleston, Indiana.  
 F. C. Seagle, c/o Childs-Wolfe Drug Company; Lincolnton, North Carolina.  
 J. W. McCollum, Bleakly Bros.; Camden, New Jersey.  
 W. R. Barr, Hendricks Drug Store; Memphis, Missouri.  
 L. C. McClelland, Gibson's Drug Stores; Anaheim and Fullerton, California.  
 O. B. Wolford, Owl Drug Company; 2 North Clark Street Store, Chicago, Illinois.  
 Chas. C. Theme; 7 Lincolnway, Valparaiso, Indiana.

### Fifth Prizes

- L. L. Kuhns, Owl Drug Company; 230 State Street, Chicago, Illinois.  
 C. Wray Hageman, Singer Pen & Gift Shop; Jenkins Arcade, Pittsburgh, Pa.  
 Helen Koreski, Offerman Drug Co.; 214 West Holly St., Bellingham, Washington.  
 Lydia Beatty, Clerk, Beatty Economy Drug Store; Nashville, Illinois.  
 Mrs. Thomas Fraek, P. A. Broderson, Jeweler; Wellington, Kansas.  
 Charles B. Shull, G. W. Britton Pharmacy; Hartford, Kansas.  
 Peter N. Macey, c/o Horvatt Pharmacy; 76 Clinton Street, Binghamton, New York.  
 Thulia Dameron, Combs Optical Company; 305 South 16th Street, Omaha, Nebraska.  
 Martin J. Callery, Broughton Drug Company; 186 West Domonick St., Rome, N. Y.  
 G. S. Gelsanliter, Gelsanliter's; Galion, Ohio.



# PARKER GRAMS



## Sixth Prizes

- C. L. Atwood, c/o F. J. Knowlton Drug Store; Newton, Kansas.  
 Clarence Y. Burder, The Fly Pharmacy; Grayville, Illinois.  
 M. A. Kentch, (Salesperson Mary E. Nugent); Wellsboro, Pennsylvania.  
 Douglas S. Fulton, c/o W. Sidney Beane; 114 East 6th Street, St. Paul, Minnesota.  
 David Decker, R. A. Turrel, Rexall Store; Crosswell, Michigan.  
 Mrs. Alma Rogers, c/o M. L. Burt Company; 215 Myrtle Street, Creston, Iowa.  
 Dale Holbrook, Butler Black Pharmacy; Lansing, Michigan.  
 E. W. Schultz, G. R. Brinkerhoff; 801 Madison Street, Oak Park, Illinois.  
 G. Orville Patterson; Hawesville, Kentucky.  
 Forrest C. Flora, c/o Heikel's Drug Store; Hoquiam, Washington.  
 George C. Conel, Concrete Drug Company; Concrete, Washington.  
 Glen Dyer, Wright's Pharmacy; 528 Main Street, Lewiston, Idaho.  
 C. R. Lund, June W. Clark Drug Store; 274 25th Street, Ogden, Utah.  
 Theo. Schneider, c/o Elison Drug Company; Bol, Idaho.  
 Galen T. Doyal, Clarke & Cade; Cor. Washington and Illinois Sts., Indianapolis, Ind.  
 Carl C. Wenzell, Schultz Drug Company; Belmond, Iowa.  
 Jerry Volka, c/o Dambach Drug Company; Schuyler, Nebraska.  
 Leo. K. Sabien, Zimmers Drug Store; Monmouth, Illinois.  
 M. V. Dean, c/o Byrne Brothers; Santa Cruz, California.  
 Ibberson Drug Store, Salesperson's name omitted); Philipsburg, Pennsylvania.  
 Rupert D. Jones, White & Leonard; Salisbury, Maryland.  
 V. E. McDonald, c/o L. Pratti Drug Store; Woburn, Massachusetts.  
 Elmer S. Basom, c/o Ligan's Drug Store; 189 South Front Street, Steelton, Pa.  
 Ruth E. McCubbin, M. A. Coffman, Jeweler; Braymer, Missouri.  
 Mildrede Goodbub, Petery-Hedden Ptg. Co.; New Albany, Indiana.  
 Edward Schmitt, Miller Drug Company; Sandusky, Ohio.  
 Mrs. Bertha Funk, Smelz Hobbs & Company; Maroa, Illinois.  
 G. Russel Garver, c/o D. L. Miller & Company; Waynesboro, Pennsylvania.  
 William Cherry, c/o Riddle & Wunderle Co.; 62 W. Wash., Chicago, Ill.  
 Gladys L. Ness, Purity Drug Store; Starbuck, Minnesota.  
 Elizabeth Leeper, Meadow Brook Pharmacy; Snoqualmie, Washington.  
 W. Sullivan, Cunningham and Philips; Big Spring, Texas.  
 Bernard McKeon, 44 Brtnon Street; Hartford, Connecticut.  
 Grace Riley, Dick & Riley, 125 East Main; Crawfordsville, Indiana.  
 Chapman & Garrett, (Salesperson's name omitted); Lake City, Iowa.  
 R. P. Rosson, 812 Broad Street; Augusta, Georgia.  
 Campbell Blanchard, c/o Frederick Phon; Huntington, West Virginia.  
 Mr. G. L. Sadler; Grantville, Georgia.  
 Eugene McHalm, Eberhard's; Sequin, Texas.  
 Lena Cums, 33 Aurora Avenue; Gardenville, New York.  
 O. L. Hooker, Lincoln Pharmacy; 20 East Main Street, Massilon, Ohio.  
 Kline's Drug Store; (Salesperson's name omitted); 432 Schuykill Ave., Reading, Pa.  
 Dixon Ticonderoga, Lester C. Gillette; 423 Main Street, Towanda, Pennsylvania.

## The Value of Window Displays

Janesville, Wis.  
 December 22, 1924.

*I have been trying out an experiment here under peculiar conditions. Every druggist, jeweler and stationer in this town handles Parker Pens, but I wanted this store to become known as THE place to buy pens. In other words, as Parker Pen headquarters.*

*Being on the main street I decided to put in a permanent window display and leave it in, and so far it has been in forty-five days. I sell more pens than any other outlet in this town, and to give you an idea as to how my sales are running I sold thirty-nine Parker Pens last week at a retail price of about \$240.00.*

*Parker Pens are the best paying item per square foot of space occupied that I have in my store or ever have had. When I get a line as full of sparks as this one I know enough to push it.*

*Yours very truly,*

*Red Cross Drug Store.*

*Per N. F. McCarthy.*

## YOUR TRIP ABROAD

By GEO. S. PARKER

**D**ID you ever take a trip abroad? If not, you are undoubtedly expecting to some time.

It might be interesting to you to know what preliminary steps must be followed before going abroad.

Before you can get into any foreign country, it is necessary for you to secure from the United States, a rather formidable looking document from the State Department, known as a Passport. On the first page of this Passport is sort of a short history of you—the date of your birth, where you were born, your nationality, and in the lower right-hand corner, there must appear your photograph, across which you write your name. The Passport is signed by the Secretary of State and gives you permission to visit any country you see fit.

On the second, third and fourth pages is space for visas. If, for instance, you wanted to go to England, it would be necessary, before sailing, to see the English Consular officer, who would examine the Passport and then put on what is known as his vise which is the seal of the Consular Office, and his signature, for which, incidentally, he collects a fee of \$10.00. This is repeated for every country you visit. Just now some of the countries have done away with passport fees. Germany no longer collects for them, nor does Belgium, but these are exceptions, and they nearly all charge \$10.00, which is the price the United States charges for aliens coming into this country. One of the exceptions in the amount of the fee is China. The Chinese charge but \$2.00.

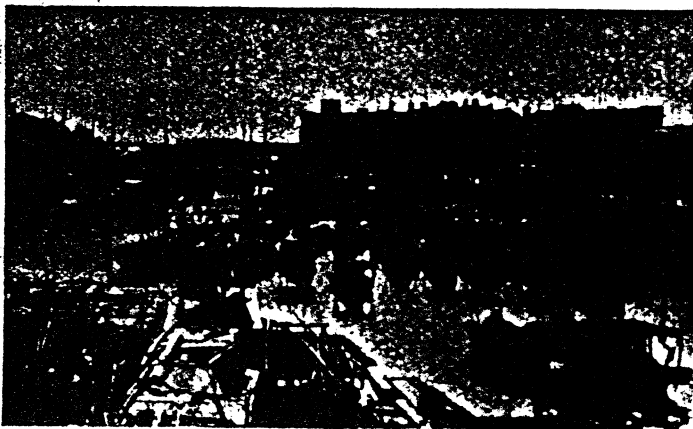


Photo by Mr. Geo. S. Parker

House Boats at  
Canton, China

**BELOW**—Looking down the Chukiang River into the houses of the four hundred thousand boat population of Canton, China.

Co. Underwood & Underwood, N. Y.

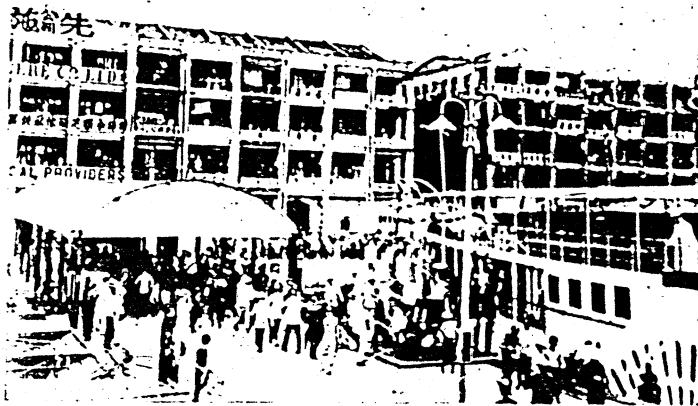




It is difficult to describe what a peculiar feeling comes over one when visiting a foreign country for the first time. Take China, for instance. The writer has made a couple of business trips to China and is about to make a third one.

population is very dense but when you get back from the coast line some little distance, the population thins out.

One of the great things China is suffering from today is the lack of transportation. There are in China, today, less than 7,000 miles of railways as compared with 265,000 in the United States. There is one province up the Yangtse River that does not have a railroad or Ford car in it. Captain Dollar, head of the Dollar Steamship Line, told me this was a remarkable province. He said the Chinese who inhabited it were above the aver-



Co. Underwood & Underwood, N. Y.  
River Scene at Hong Kong

In a way, when landing in China, for instance, it seems so strange to think that you are thousands of miles away from home, on the opposite side of the globe. In fact, the impressions that come to one then are probably the most lasting, on account of being first impressions.

How few people realize the immensity of that great country, China. Here are vast resources as well as potential possibilities.

China, in fact, has four times the population of the United States. It is popularly supposed that China is densely populated. This, however, is not true over its entire area. In the eastern part, the

age in size, intelligence, and for twenty-five years, to his knowledge, they had not had a crop

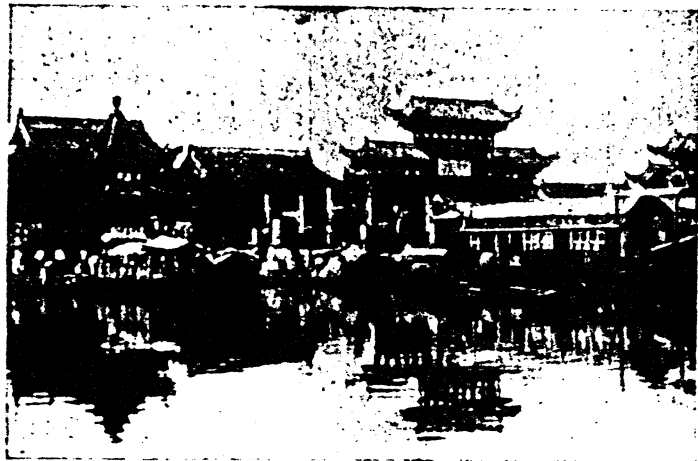


Photo by Mr. Geo. S. Parker

The Confucius Temple, Nanking failure. This province is some 1,200 miles from the coast.

Some day China is going to come into its own. Go where you will in China, the men who are at the head of business institutions are

real thinkers. In the majority of cases, they are found to be men with college training, many of them graduates from United States colleges and universities.

I recall going through the plant of the great Commercial Press Company, Ltd., who are the distributors in China for Parker Pens and a purely Chinese owned institution, employing more than 3,000 people and meeting a young Chinese man who is a son of the managing director of the business. He said to me, after the introduction, "Well, Mr. Parker, how is Janesville?" I remarked "Janesville is all right, but what does that mean to you?" Then he went on to say, "You know I am a graduate of the University of Minnesota and when in the United States, we occasionally used to take the Chicago and North Western from Minneapolis down to Chicago, and I remember as well as can be how the train, just prior to getting to Janesville, comes to the river and runs alongside of it until we reach the city. Then the train stopped

at a crossing, affording us the opportunity of seeing the city, a portion of which is built upon a hillside." I remarked to him how strange it was that here I was about 10,000 miles away from home, yet this young man, a Chinese, was asking me about my home town.



Co. Underwood & Underwood, N. Y.

Where the British Flag Waves in China.  
Looking down Queen's Road from Ice House Road, Hong Kong

Incidentally, this big plant of the Commercial Press Company is quite a marvel — fine machinery, bright, capable operatives and from a standpoint of management, it is in first rank. We are very fortunate to have as distributors in China this wonderful institution which has as many as forty branches located in various parts of

the country.

There is a man in Shanghai, Mr. J. B. Powell, a newspaper man, whose dispatches you have probably seen in the papers when there has been something printed in regard to China. Mr. Powell is doing much to bring about a better understanding between China and the United States, to awaken many of his countrymen to the wonder-



ful opportunities for development of trade between the two countries. He is editor and publisher of the "Far Eastern Weekly Review", published in Shanghai, which is read by most of the foreign colony in China and also many of the English speaking Chinese.

Speaking of Shanghai makes me think of some of the interesting people I had the pleasure of meeting there. One day, when in the hotel, the telephone bell rang and on the other end of the wire was a crisp voice belonging to a young man, which indicated energy and aggressiveness. He said, "Mr. Parker, I am a newspaper man and want to talk with you. Can I see you for a few minutes?" I invited him to come up to my room in the Astor House.

His name was Larry Lehrbas. He was certainly all that his voice indicated. He was alive and alert. He told me he was a native of Montana, attended the University of Wisconsin at Madison and I believe was editor of the "Cardinal" for a year, and here he was out in China doing newspaper work for the Shanghai Press.

After Mr. Lehrbas was through with the interview, he told me something about his own experience. He was one of the victims who were captured by Chinese

brigands in 1923. A couple of bandits were assigned to bring Larry along in company with the rest of the captives. The bandits also had another duty to take charge of and that was the loot, a big package of which each was carrying. Larry was behind one and in front of the other. One of the packages of loot belonging to one of the bandits became loosened and they stopped to pull things together.

This gave Larry an opportunity to sit down. While the two bandits were talking and were interested in their job, Larry edged a little farther away and still a little farther away, and as it

was growing dusk, when the bandits came to look for Larry, he had disappeared. In fact, he crawled a considerable distance on his stomach until he got far enough away and then, as the boys say, beat it.

He eventually worked his way back to a little town called Ling Ching where the bandits captured their victims, and wired in his story, which was the first the outside world knew of the bandit outrage. He received \$500.00 in gold from the International News Service for his "scoop".

An interesting thing about Shanghai is the fact that it is the largest second port in tonnage, in



Co. Underwood & Underwood, N. Y.  
Modern China with Autos, Bicycles  
and Street Cars



Co. Underwood & Underwood, N. Y.  
Rickisha Men

the world. Most anybody would have guessed New York or London if asked which was the largest port. New York really comes first, then Shanghai, and then comes either London or Hong Kong. Anyhow, you can see that the Orient is becoming more and more prominent.

Shanghai is said to have a population ranging from a million and a quarter upwards, depending probably on the ability of the estimators. So far as I could learn, no real census could be taken or attempted so as to give an accurate account, as so many of the poorer classes are shifting all the time and are said to have no dwelling place.

The great starting point, however, in Shanghai is the "Bund" which faces the water front. On the other side of the street are many of the great business and banking houses, of which there are not a few. Leading off from the "Bund" are cross streets.

They do not call them streets in China, but roads. For instance, Canton Road, Nanking Road, Peking Road, etc.

A portion of the city is known as the European part. That is not so interesting. The foreign part is much more interesting, at least to a man from the United States.

The almost universal mode of locomotion, so far as Europeans and Americans are concerned, is the rickisha. Of course,

there are a few motor cars, but not many; in fact, there are less than 15,000 in all of China. The rickisha man, however, is in waiting for you everywhere. Give a glance at one or hold up your finger, and half a dozen of them will rush at you at once. Then you are under difficulty in selecting the one you want.

The mode of carrying freight in China is the great, immense wheelbarrows with wheels so big it looks like a burden to turn even a wheel, yet the writer has seen a single coolie pushing one of these immense

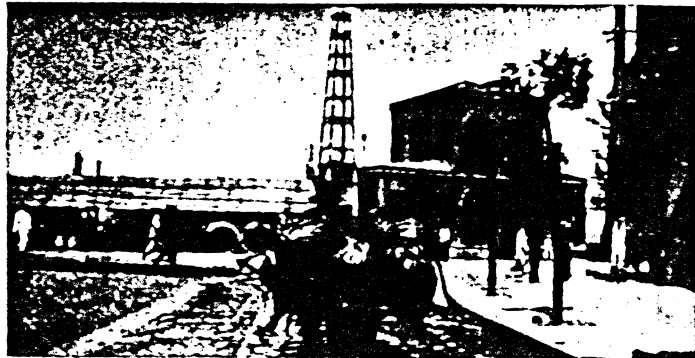


Photo by Mr. Geo. S. Parker

Wheelbarrows Used to Carry Freight



wheelbarrows, around which is a sort of a platform, and wheeling as many as eight people, all sitting on the wheelbarrow paying a small amount of cash in preference to the street car, because it is

great immense things with two wheels. Several Chinese pull these, tugging away at the rope fastened to the cart, and as many in the rear pushing. It is surprising to see the enormous loads pulled along on these two-wheel carts.

The cost of labor is so little that human labor is actually cheaper than horses. I do not recall having seen a single horse pulling a dray or load, but I have seen immense numbers of Chinese pulling these carts containing coal, or freight of almost every character.

There are so many interesting things and interesting people in Shanghai, one hardly knows where to stop.

Captain Dollar, whom I had the pleasure of meeting at a luncheon given in his honor, is a great believer in China and the Orient generally. By the way, the Captain is a most wonder-



Co. Underwood & Underwood, N. Y.

Business Street, Shanghai, China

cheaper. The poor coolie goes staggering along with the strap over his shoulders hitched to the handle of the wheelbarrow, and with his hands grasps the handles to guide it — staggering along, but he goes.

I never could understand why it is that all wheelbarrows in China seem to squeak. Whether they do not wish to waste oil on the bearings or whether they use it for a signal, I do not know, but anyhow, the squeak of the wheelbarrows in China would almost give you a nightmare, if you were at all nervous.

Then there are carts—

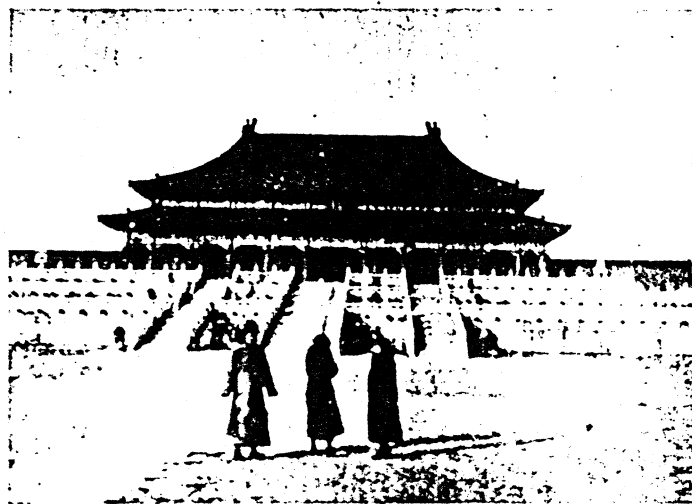


Photo by Mr. Geo. S. Parker

Temple of Heaora, Holy City, Peking

ful old, young man. In age, he is eighty years, or a little more, but his step is elastic like that of a man not more than fifty. His brain works quickly and evidently accurately, for he has built up one of the world's greatest shipping lines, which sends boats weekly from the Pacific Coast around the world. He has a wonderful personality, simple and democratic, but behind it, you can see a blazing, dynamic force ready to burst forth should occasion require it.

In Shanghai, schools, colleges and hospitals abound in great numbers for Shanghai seems, in a way, to be a sort of educational center.

There is an American Naval Y. M. C. A. and that certainly must be a delight to the "Jackies" who flock there in great numbers when the ships from the Asiatic squadron are anchored out in the river. It is a real pleasure to meet these boys, which opportunity I embraced, going there for the special purpose of meeting these splendid, clear-eyed boys in the blue suits.

Rather a peculiar thing, the leading hotel in Shanghai is the Astor House. I do not think it has any particular connection with the old Astor House in New York. It is really a very fine hotel. Just recently they added a beautiful ball room and I saw something there I



Photo by Mr. Geo. S. Parker



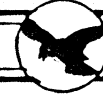
Photo by Mr. Geo. S. Parker

Chinese Characters

Twenty-eight

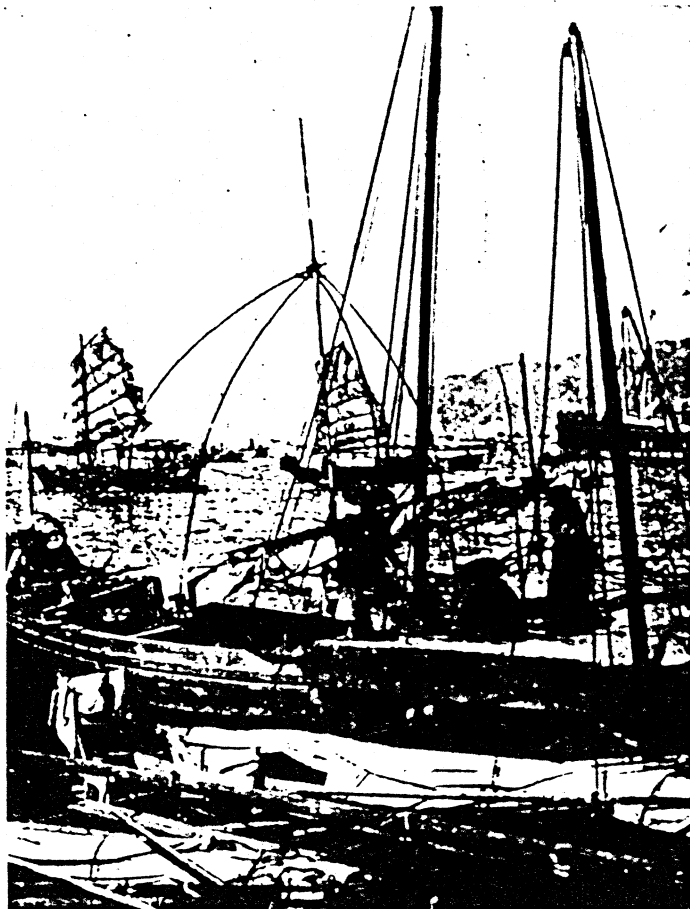


PARKER GRAMS



never saw before in any other ball rooms; namely, the boards in the floor are laid more or less in curves so that those who are waltzing can waltz in rhythm and in curves, and those who had dancing legs, seemed to find this type of floor something that made them very enthusiastic about the Astor House dances.

Shanghai, in a way, is the commercial city of China. A much more Chinese city, in a way, is Canton and in some respects, more interesting. Peking and Tientsin are likewise interesting cities. In fact, all of the cities the writer has seen in China are interesting.

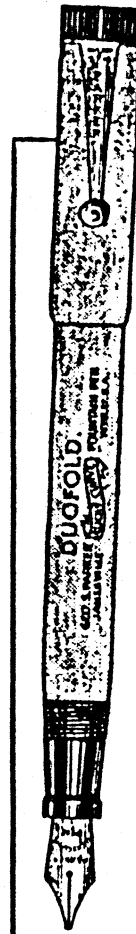


Co. Underwood & Underwood, N. Y.  
Harbor Scene in Canton

How the Duofold  
is advertised in  
China

Parker  
Duofold

製美  
造國



派克

自來水筆  
活動鉛筆

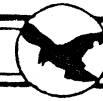
派克自來水筆有大量之合落墨水管及平滑耐用之筆尖筆桿擦漆光澤尤覺美觀 派克活動鉛筆機件靈活形式纖巧亦非他筆可及

▲ 價廉物美即寄

獨家經理

商務印書館

上海及各省



Frequently the writer has been asked whether there are opportunities for young Americans in China. Do you know, the Standard Oil Company, which does an immense business in the Orient, makes a practice of taking young men, college graduates, giving them more or less training before going over, and then signing them up for four years? You will find these young men all over China, bright young fellows, learning the business of the Orient and who will eventually become managers and big business men of the Far East.

The National City Bank of New York, (the International Banking Corporation) which has branches all over the world, has many of these branches in the Orient. They also pick out bright young Americans, give them training in New

York before sending them over, and you will find these young men in their Banks in the Orient. You can readily see that a young man who has had his training with the parent company in New York, and then goes to the Orient for three or four years, gets a varied experience. From Shanghai he is transferred to Canton, Singapore, S. S., Calcutta or Bombay and has a wonderful experience, something upon which he certainly could capitalize in a business way.

The people of China buy and use a great many Parker Pens. As suggested in this article, the Commercial Press, Ltd., sell thousands of dollars worth of Duofold Pens and pencils as well as many of our black line pens. Our business in the Orient is constantly growing in volume and popularity.

Faion, N. C.

August 31, 1925.

The following incident may be of interest to you in that it shows the high esteem in which the Parker products are held, even by those in the lower walks of life.

During the last Christmas holidays, we had on display in our show window a number of Parker Duofold pen sets together with numerous other suggestive Christmas gifts. The temptation or eager desire to possess a Parker pen and pencil overcame some unknown person, so in the "wee sma" hours a plate glass window was smashed. Even though several other articles were of easy access, nothing was taken but a Duofold pen and pencil set.

While the crime was committed, we had a feeling of respect for even a burglar who was so discriminative and who displayed that same good judgement (in selecting his loot) that so many men and women display when in the market for a good pen or pencil.

By this occurrence another compliment is paid the product of The Parker Pen Company.

With best wishes for continued success, we are,

THE VARIETY STORE.

(Signed) H. L. Hoey, Prop.

HENDERSON DRUG COMPANY

James Henderson  
Manager

Mabton, Washington.  
Sept. 17th, 1924.

Mr. Geo. S. Parker,  
Janesville, Wis.

Dear Sir:

I began using one of your fountain pens in the year 1908. Since that time until a few months ago I have carried this particular pen as a part of me and used it as a demonstrator in selling Parker pens ever since that time.

I am sending it to you as a proof of their wearing qualities thinking you might be interested in that feature of your pens. It goes forward under separate cover, and as it is no further use to the writer you may be interested in it as a souvenir.

The pen was accidentally dropped and the point broken.

The writer has always had Parker pens on sale for more than 30 years past.

Respectfully yours,

HENDERSON DRUG CO.,

(Signed) James Henderson.





## HOW INITIATIVE SOLD FIFTY PENS IN LESS THAN TEN DAYS

We are indebted to the Commercial Stationery Company of New Orleans for the details of a highly successful scheme that they originated and employed for selling Parker Pens to "cold" prospects.

We are reproducing herewith a letter from Mr. S. J. Massicot, President of the above company, and we recommend that all dealers read this carefully and give it a trial. The plan has been tested and it works:

COMMERCIAL STATIONERY Co., Inc.  
New Orleans, La.

*As requested in your letter of October 1st we will describe how we carried on our successful Parker Pen merchandising campaign. The prospects we directed our campaign at were all individuals and not firms. All were known to us, some personally and others in a business way, but first we ascertained their credit rating. We approached them all in the same way to wit:*

*An individually typewritten letter and invoice (as copies enclosed) were mailed to the prospect. These were sent at the rate of ten a day. We limited the letters to ten a day because we wanted our system to work smoothly. We thought it best to have the pens delivered by hand. Anticipating a lot of inquiries and wishing them not to come in on us all at the same time, we decided on the plan above mentioned, because although we had confidence in our plan we did not feel it would warrant us to create for the time being a special department just to handle that particular proposition.*

*Two days after mailing the letters and invoices we delivered the pens, by messenger, who was carefully instructed to see the consignee in person, ascertaining whether the prospect would receive the pen on trial or not.*

*Invariably the sale was won or lost at that point, for we later found that a prospect hardly ever returned a pen after the allotted ten day trial. As a matter of fact we knew that many things would happen to the prospect in the interval between receiving the letter and the delivery of the Pen. He would be considering the attractiveness of the fu-*

*ture dating, the trust bestowed upon him as a possible credit customer (Most of the prospects were not on our books previous to the campaign), then again the harmlessness of the ten day trial proposition, and then the merchandise itself, a nationally advertised product, and the incentive to do business with an established local firm. All these things had tended to lessen sales resistance, and made the delivery of the pen more or less a simple matter.*

*At the end of ten days, if the pen was not returned, we charged the customer on our books for the pen, mailing at the proper time a statement covering that particular item. No charge had been made previous to that time, just an office memorandum of a pen out on approval.*

*Thus you have our plan. Its success is a matter of history with us.*

*Perhaps you may desire further information, if so we are yours to command. Naturally your interest in our plan is very much appreciated, and we are happy in the realization that we may help in our small way our friends, the Parker Pen People.*

*Yours very truly,*

COMMERCIAL STATIONERY Co., Inc.  
SJM/RU By S. J. MASSICOT.

New Orleans, La.  
Aug. 5, 1925.

Mr. Robert J. Aldige,  
New Orleans, La.

Dear Mr. Aldige:

*Herein enclosed is our Bill, amount \$7.00 covering one Parker Duofold Pen to you under conditions and guarantee of Parker Pen Company.*

*Take it, use it, and give it the most severe test you know of for a period of TEN days. If at the expiration of this period same has not been returned, this will signify your inclination to retain it on the basis of our invoice. Note dating.*

*No matter how you hold this pen the ink will flow steadily at any speed you wish—the Parker Duofold Pen can be obtained to suit your hand. Made in Extra Fine, Fine, Medium, Broad and Stub.*

*You can expect much from this pen—that is why we have sufficient confidence in it to send it out alone and let it do its own demonstrating.*

*With kindest personal regards, we remain,*

*Very truly yours,*  
COMMERCIAL STATIONERY Co., Inc.

**HIGHLY INTERESTING ARTICLE FROM BRITAIN'S  
LEADING ADVERTISING JOURNAL**

We reprint below, without any change, an article by Mr. C. P. Russell, which appeared in the June 1925 issue of The Advertising World. It is a pertinent and interesting discussion on the value of colour in retail selling and we are indebted to The Advertising World for permission to reprint the article.

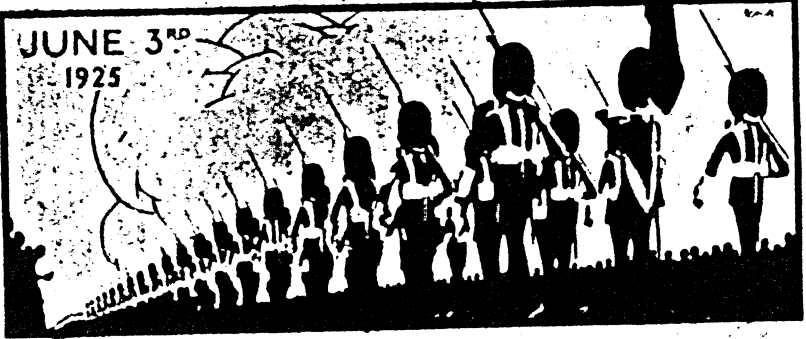
**Colour As An Aid To Merchandising**

By C. P. RUSSELL

A RECENT item in a Sunday newspaper stated that the British army authorities had put the soldiers of the Guards regiments back into their traditional red tunics because it had been found that a splash of colour on the uniforms had a marked effect on recruiting.

stantial saving had thus been effected, since the use of dye on a scale great enough to clothe many thousands of men is costly. But experience showed that the khaki uniform, despite its lower cost, was, after all, a false economy. For plain khaki, fit though it be for field service, does not draw, on

**TROOPING THE COLOUR**



JUNE 3<sup>RD</sup>  
1925

NEAREST **UNDERGROUND** STATIONS  
TRAFALGAR SQUARE, CHARING CROSS or  
ST. JAMES'S PARK

For motives of economy the soldiers had been kept in the plain khaki clothes in which they had fought through the war. A sub-  
parade, the eyes of the ladies; hence it does not attract young men who desire to impress these ladies by their brilliantly martial



appearance.

In short, the khaki uniform failed to "sell" the British army to possible recruits. But the red tunic and the coloured stripe down the trousers did the job.

Recalling that the purpose of all advertising, and the business of all advertised commodities, is to *make an impression*, it seems to me that this matter of colour in soldiers' uniforms has a meaning for all sellers of goods. It ought to make every manufacturer and producer ask himself these questions:

Am I putting out my article in a drab khaki uniform?

Would it help the sales if I put my goods, so to speak, into a red tunic?

Are my goods too funereal or matter-of-fact in appearance to attract the attention of the world's Atkinses and their ladies, and create within them a desire to possess?

Just the other day I encountered a friend who has a weakness for fountain pens. He keeps his upper waistcoat pocket lined with them. It is part of his duty to sign a great many cheques at a time, and he says a variety of sizes and weights enables him to change off and thus avoid writer's cramp and a tired wrist.

On this particular day I noticed a new pen in the ranks. It was finished in a red-orange lacquer. As he threw his coat back it struck out against the dark background of his clothing like a dull evening.

He said that half the people he met immediately noticed the new pen and half of them wanted to finger it.

I would be willing to guess that 80 per cent. of the success of the Parker Pen Co. in launching their new big-barrelled pen has been due to its different and distinctive colour. That red-orange lacquer stands out not only in a customer's vest pocket but in a dealer's window and showcase. It is as conspicuous as a red crow would be in a flock of blacks. No matter how much of an improvement this pen is over the old style, it would have been far more difficult both to advertise it and to merchandise it had the customary black finish been maintained.

Why, after all, should a fountain pen be finished in black?

I defy any manufacturer to answer that question satisfactorily. The only possible answer is that fountain pens have always been finished in black. And yet there is no deadlier foe to progress in general than an unthinking clinging to tradition and habit.

At any rate the Parker people have now broken up a tradition in the fountain pen business, and we may now expect to see pens emerging in rainbow hues.

Already there is a snappy-looking green pen on the market, and the Parker Company will doubtless receive that sincerest tribute to success—imitation of their red-orange lacquer finish.



## THE OLD HOME

By GEO. S. PARKER

NOT long since I had the opportunity of visiting my old home—my birthplace.

How strange it seemed to me when I viewed the old place where I used to trot around as a boy. The old farm house is just about a mile out of the little city of Shullsburg, Wisconsin, where I first saw day. How different it seemed from boyhood days. Somehow, it seems the house has moved nearer the road, and somehow, it did not look natural.

Yes, there was the old pump—the same old well out of which I drew water when a boy.

The man living on the old farm has added many acres to the farm and is considered one of the wealthy men of the section. He seemed delighted to show me around the old place and I was just as delighted to see it, although it made me just a little sad.

My father was a nurseryman and the great forest of evergreens, apple trees, plum trees, etc., that constituted a goodly portion of the farm, has all disappeared and big barns and other buildings, and the windmill, all give it a changed aspect.

Still, I was glad to see the old

home town and to receive the greetings from some of the old-timers who are still spared.

There is one man in the town, considerably older than I, who never fails to give me a kindly greeting, and his name is Eddie Rule. He has been the organist in the old stone Methodist Church for over fifty years. Eddie is still active in business.

I remember hearing a little fairy tale Eddie told, which I am afraid he concocted out of his imagination. He was giving a little talk before the High School of his town in which he alluded to the fact that the town was my birthplace and to the secret ambitions I had when a small boy.

He said the Parker Pen, which was known all over the world, was the result of a scratchy steel pen which I used when a boy. According to Eddie, my pen gave me so much trouble, that I said when I became a man I would invent a fountain pen that would replace the scratchy steel pens. Out of this early ambition, so Eddie said, came the Parker Pen.

It is a good little story, even if it is not strictly true. Anyhow, it was told by a well-wisher.

## A LETTER FROM MR. ROBERT C. VANDERBILT OF CAMBRIDGE, NEW YORK

"I lost my "Bakelite" Parker Fountain Pen in the winter of 1922. I thought I lost it out of doors, and hunted for it unsuccessfully in the spring.

"This morning while looking into the well, I saw a fountain pen lying on the bottom. On fishing it out I was pleased to see it was my lost Parker Pen.

"That winter our pump froze and while

dipping water from the well, the pen must have dropped from my pocket.

"I am writing this letter with that pen as I thought you would like to know that over two years of immersion in water couldn't hurt a Parker Pen.

"They sure are great."

(Signed) Robert C. Vanderbilt.

## IN THE MIDDLE NORTHWEST

By GEO. S. PARKER

NOT long since, the writer took an automobile trip up through Wisconsin, into Minnesota, through to St. Paul and Minneapolis and then on into Dakota and Iowa. It was a very interesting trip.

The writer had the pleasure of meeting quite a number of people whose names were very familiar on our books but whom he had never had the opportunity of meeting face to face.

I remember meeting some of the executives of the Todd-Becker Co., of Sioux City. This concern has a very wonderful location on one of the best business corners of the city. Of course they had a very beautiful display of Parker Pens in the window which could not fail to attract my attention as I passed by.

I went in the store, identified myself and was received with the kind of courtesy that will make me think many times of the Todd-Becker Company. Incidentally, the manager told me that they had found Parker Pens a very easy line to sell and explained to me that all of the boys in the store were sold on Parker Pens. He remarked, incidentally, "Do you know, Mr. Parker, last Christmas we sold so many Duofold Pens and Pencils, that we made more real money selling them than we did on any other line of merchandise in the store during the holiday season?" Of course I did not know that until he told me, but it was very interesting information.

It only goes to show what profit can be made by a firm that has the

right kind of a location, intelligent management and puts plenty of enthusiasm behind the subject, coupling up with our big national advertising campaign.

In Minneapolis I had the opportunity of meeting the buyers of two large accounts with whom we do business and they asked me to pass on to them some information that they could in turn give their sales people in the store. Naturally these people are interested in goods that have a quick turn-over and they make use of everything available in the way of good merchandising to increase their sales.

One man asked me how to overcome the competition of fake Duofolds. He said, "All sales people, pretty much, have to meet these fakes. People will come into the store and say 'I want a Parker Duofold, but why should I pay \$7.00 for this pen when I can go up the street and get something that looks like the Duofold for \$4.50 or \$1.29?' as the case may be."

He said, "I know we have value in the Parker Duofold but I want you to tell me something about it so that we will set the inquisitive buyer right when he asks such a question."

I then explained to him that, in manufacturing the Duofold, we endeavor to make the pen as nearly absolutely perfect as we know how to make it. We endeavor to build into this pen a Lincoln or Rolls Royce quality, so to speak. We leave nothing undone which will



add to its beauty or efficiency, and the increased price a person pays for a Parker Duofold simply means he is paying that amount for the additional expert service and time spent on making the pen as near perfect as possible.

I went farther and described to him the peculiar grinding and shaping of the Parker Duofold nib. I showed him that the ordinary nib was made so the points bound together for mutual protection and they were made that way by the manufacturer's father, grandfather, and probably great-grandfather. In other words, the fountain pen industry had stood still in that respect for decades.



When we started to make the Duofold, we wanted to make this pen as perfect as human ingenuity could make it, so the engineers and inventors went to work to see whether the pens were made according to the latest scientific ideas of modern mechanics. They discovered there was a way of making the pens better and putting into them a degree of writing quality which had been hitherto unknown. This was to use sufficient gold to make them sturdy and durable and make each nib independent of the other. Instead of the nibs binding at the point, our engineers even ground out at the very tip of the pen a little iridium and gold and by experimenting, discovered the ink would travel down the slit in the pen into this little opening at the nib and the ink, by capillary attraction, would project itself beyond the end of the iridium on the nib. This, we found, to be the se-

cret of the wonderful prompt writing of the Duofold Pen; namely, the ink touches the paper before the metal parts of the nibs come in contact with the paper.

Of course, it takes a great deal of time and a great deal of efficiency in grinding these pens that must be paid for. But we have discovered there are many people who want the very best thing that can be made and are buying Duofolds in vast quantities because they are made vastly better than other pens that would compete with the Duofold, but compete in color only and not in quality.

If you want to illustrate how this film of ink projects itself in a Duofold Pen, just take a drop of ink and put it on the show case and you will see it immediately assumes a semi-circular form. In the pen we have merely taken advantage of this well known law of physics and made the nib so that the law of physics can operate by making the ink assume the same position at the point as it does on the show case. In the pen, however, it is almost microscopic, but nevertheless it is there.

If you want to demonstrate farther, take your Duofold Pen, hold it between the base of your thumb and the base of your index finger and let the pen rest squarely on the paper and without any pressure, you will find the pen will write perfectly as you draw it over the paper. In this way, you can prove that the film of ink actually extends beyond the very nibs of the pen.


**PARKER GRAMS**




No. 17  
Duofold  
Black  
\$7.00

No. 2  
Lady Duofold  
Red \$5.00  
No. 12 Black  
\$5.00

No. 3  
Duofold Jr.  
Red \$5.00  
No. 13 Black  
\$5.00

No. 7  
Duofold  
Red  
\$7.00

## WHEN IN CHICAGO

By GEO. S. PARKER

**N**OT LONG SINCE, I attended a dinner in Chicago given in honor of Charlie Stoddart.

Mr. Stoddart has for fifty years been in the advertising business and I think about forty of these years has been associated with Frank Munsey in the publishing business. There were some three or four hundred of Mr. Stoddart's friends in attendance at this dinner.

Immediately in front of the speakers' table was a table around which were about twenty-four men. The remarkable part of this was, each one of these men gave Mr. Stoddart credit for their start in life. Each one of these men were successful business men who had, in their younger days, been helped by Mr. Stoddart with kindly advice, words of wisdom or perhaps in a financial way, and were there to pay tribute to Mr. Stoddart.

To my mind, this was one of the most wonderful incidents I had ever seen.

At this meeting I met my old friend, William Boyd, who is now advertising director of the Curtis Publishing Company, which means the Saturday Evening Post, Ladies' Home Journal and the Country Gentlemen. I used to know Mr. Boyd when he was with the Saturday Evening Post in Chicago. Now he is advertising director of these publications and their advertising



income runs up into many millions of dollars.

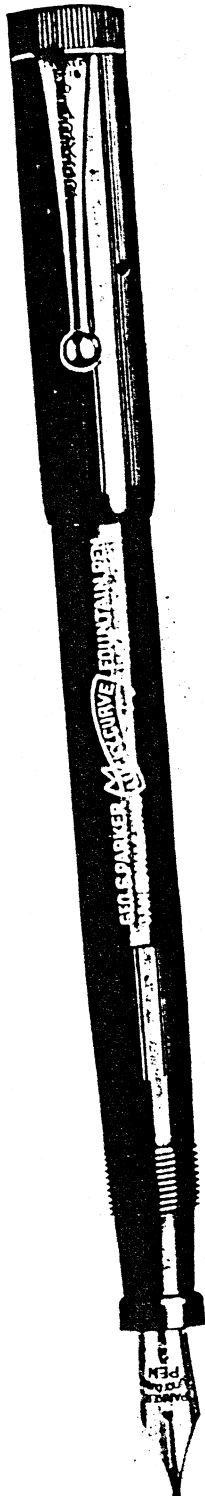
Incidentally, he told me he was very pleased that The Parker Pen Company, who had advertised in the Saturday Evening Post so many years, was to have the second page of the cover of the Saturday Evening Post, changing from an interior position. This is indeed a very remarkable tribute to our company and hereafter, our colored advertisement will appear on the second page of the Post every four weeks. Alternating with this, we will have a page in black in the interior of the magazine. Thus, we will have in black and colors in the Post, 26 pages per year.

Probably you realize that the Saturday Evening Post is a good deal of an advertising Bible. The Post is probably the most rigid censor of advertising copy of all publications. In your copy in the Saturday Evening Post, even if you are disposed to do so, you cannot say "We manufacture the best in the world". You must qualify such a statement. The writer merely mentions this to show you how careful they are in editing copy.

Incidentally, this program for The Parker Pen Company, as announced to you in regard to advertising in the Post, is said to be the largest fountain pen contract ever given any publication, amounting to more than \$200,000.




P A R K E R G R A M S




No. 27  
Flex. Long  
Gold Clip  
\$2.75



No. 25  
Flex. Short  
Gold Clip  
\$2.75  
No. 24  
Same Size  
with  
Gold Ring  
\$2.75

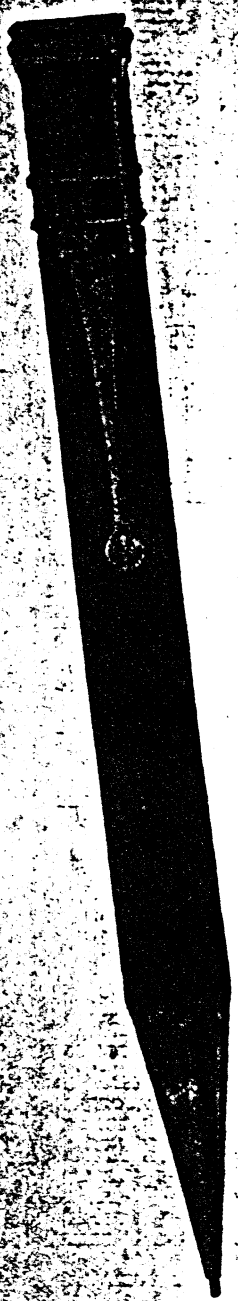


No. 28  
Flex. Short  
with  
Gold Ring  
and Band  
\$3.50  
No. 29  
Same Size  
Gold Clip  
and Band  
\$3.50



No. 31  
Flex. Long  
Gold Clip  
and Band  
\$3.50

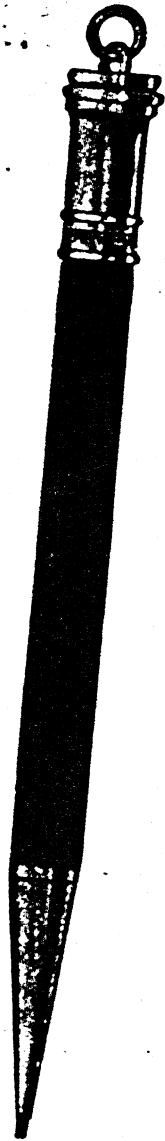

**PARKER GRAMS**

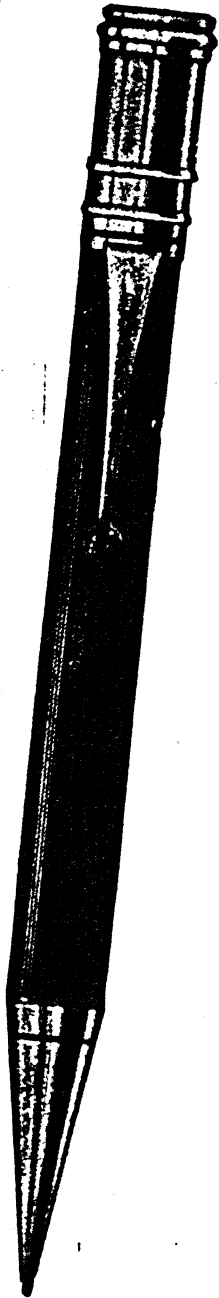
**No. 77**  
**Duofold**  
**Big Bro.**  
**Red \$4.00**  
**No. 87 Black**  
**\$4.00**



**No. 78**  
**Duofold Jr.**  
**Pencil Red**  
**No. 83**  
**Black**  
**No. 93**  
**Black Chased**  
**\$3.50**

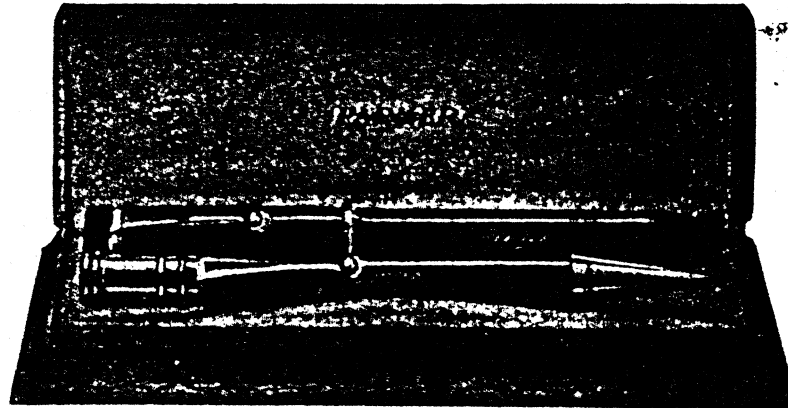


**No. 72**  
**Lady Duofold**  
**Red**  
**No. 92 Black**  
**Chased \$3.00**



**No. 97**  
**Black Chased**  
**\$4.00**

## DUOFOLD PEN AND PENCIL DUETTE SETS

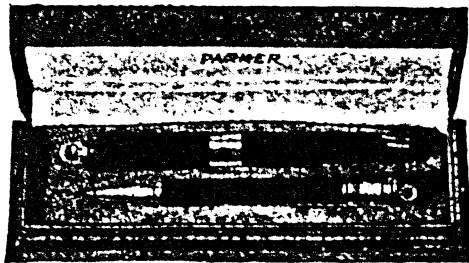


No. 7/77: Parker Over-size Duofold Duette Lacquer-red; Gift Box included, \$11.00. Over-size Pen \$7.00; Pencil \$4.00.

No. 3/73: Parker Duofold Jr. Duette, Lacquer-red; Same as above only smaller in size, \$8.50; Duofold Jr. Pen \$5.00, Pencil \$3.50.

No. 17/87: Parker Over-size Duofold Duette, Black; Gift Box included, \$11.00. Over-size Pen \$7.00; Pencil \$4.00.

No. 13/83: Parker Duofold Jr. Duette Black; Same as No. 17/87 only smaller in size, \$8.50; Duofold Jr. Pen \$5.00, Pencil \$3.50.



No. 2/72: Parker Lady Duofold Duette, Lacquer-red. Gift Box included, \$8.00; Lady Duofold Pen \$5.00, Pencil \$3.00.

No. 12/82: Parker Lady Duofold Duette, Black, \$8.00; Lady Duofold Pen \$5.00; Pencil \$3.00.

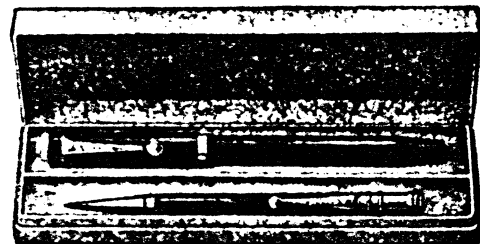
## DUETTE SETS IN BLACK AND GOLD

No. 27/91: Parker Black and Gold Duette, \$5.75; Pen No. 27, \$2.75; Pencil No. 91, \$3.00.

No. 24/92: Same but with Ring-ends instead of Clips and medium length.....\$5.75.

No. 31/93: Parker Black and Gold Duette, \$7.00; Pen No. 31, \$3.50; Pencil No. 93, \$3.50.

No. 31/91: Parker Black and Gold Duette, \$6.50; Pen No. 31, \$3.50; Pencil No. 91, \$3.00.

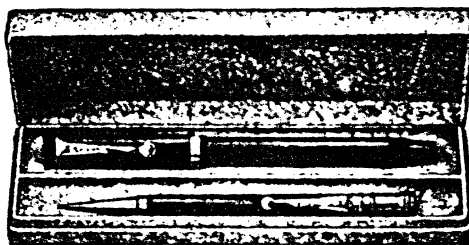


No. 28/92: Same but with Ring-ends instead of Clips and medium length.....\$6.50

No. 37/97: Parker Black and Gold Duette, \$11.00. Pen No. 37, \$7; Pencil No. 97, \$4.00.

No. 27/93: Parker Black and Gold Duette, \$6.25. Pen No. 27, \$2.75; Pencil No. 93, \$3.50.

No. 32/92: Parker Black and Gold Duette, \$8.00. Pen No. 32 with ring and wide band, \$5.00; Pencil No. 92, with ring, \$3.00.





The Chief Attraction  
 at Christmas Headquarters  
**Parker Duofold Duette**  
 in a Sumptuous Gift Case de Luxe

Over early who...  
 Christmas here, there'll be stand-  
 the room only at the counter  
 where Parker Duofold Pen-  
 and Pencils are sold.  
 Many late shoppers were  
 turned away last year empty-  
 handed—the supply of these  
 beautiful sets was wholly inad-  
 equate. If you were one of those  
 you know how true this is—  
 now, timely, our caution to  
 choose your Parker Duofold  
 ahead of all other sets.

No other pen and pencil set  
 can take the place of the Parker

Duofold Duette...  
 and hope of the year. The  
 The shape of the set, the  
 size, the fine swinging  
 size, 25-year Point. And to  
 match in the Hand-size Pencil  
 that turns lead OUT and IN.  
 Pens and Pencils sold sepa-  
 rately if desired. Parker Duofold  
 Duofold Pen & Pencil Set  
 Duofold Hand-size Pencil  
 Duofold Hand-size Pencil  
 Duofold Hand-size Pencil

THE PARKER PEN COMPANY  
 MADE IN U.S.A.